

National Coastal and Water Safety Survey in New Zealand

Wave 1

Prepared for:

Water Safety New Zealand

Surf Life Saving New Zealand

May 2021


OmniPoll



National Coastal and Water Safety Survey 2021

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Methodology

Sample

- Conducted nationally amongst 1049 people aged 16+
- Respondents were drawn from online consumer panels managed by Lightspeed Research, OmniPoll's online partner.
 - sample quotas were set for each regional areas, by sex and age.

Interviews

- Conducted online over the period April 22 - May 02, 2021.

Weighting

- To help reflect the overall population distribution, results were post-weighted to Stats NZ data (Census 2018) on age, sex and area (NZ population aged 16+ represents 3.715 million).
- Weighted sample structure:

Sex	Male	49%
	Female	51%
Age	16-24	15%
	25-34	18%
	35-49	24%
	50-69	28%
	70+	14%

Type of household	With children <18	34%
	Without children	66%
Region	Rest of North Island	32%
	Auckland	33%
	Wellington	11%
	Canterbury	13%
	Rest of South Island	11%

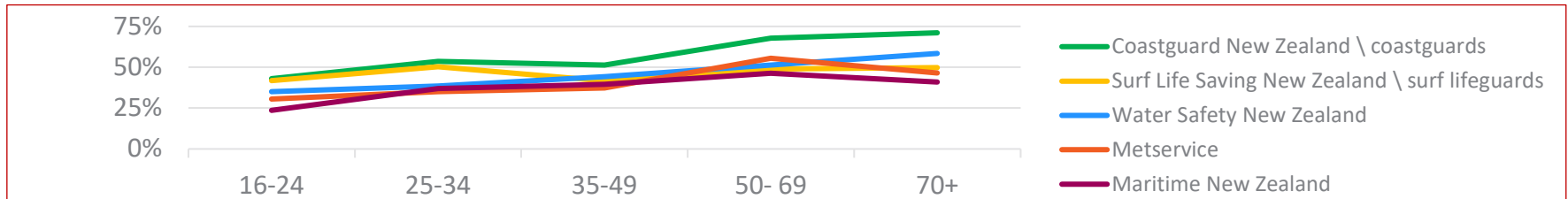
Living arrangements	Live alone	18%
	Partner and no children	29%
	Partner and children	27%
	Single parent	5%
	Living with parents	9%
	Other	12%

→ In this document, results and figures do not always sum to 100%, due to rounding

Executive summary (1)

1- Coastal visitation

- In April 2021, 3.2M (85%) “adults” aged 16+ have visited the New Zealand coast in the past 12 months and almost half of them (48%) visit the coast at least once a month. About 1 in 3 said they’ve visited the coast less this summer: Covid (and its restrictions) is often the reason mentioned by those who visited the coast less; however, Covid is also a reason to visit the coast more often (not able to go overseas, a safe outdoor place, a cheap and easy to access area, ...).
- Overall, the average number of visits to the coast is at 3.8 visits per month and on a typical day people spend on average 2 hours on the coast, from 1.5h to 2.5h per visit depending on how far from the coast they live and how old the visitors are.
- For coastal safety information, New Zealanders would turn to different coastal authorities (see chart by age below for Coastguards, Surf Life Saving New Zealand/ surf lifeguards, Water Safety New Zealand, Metservice, Maritime New Zealand), as long as they provide information online. Not all app/websites are reaching large audiences, but some like Met Service or Safe Swim in Auckland region, are ‘popular’.



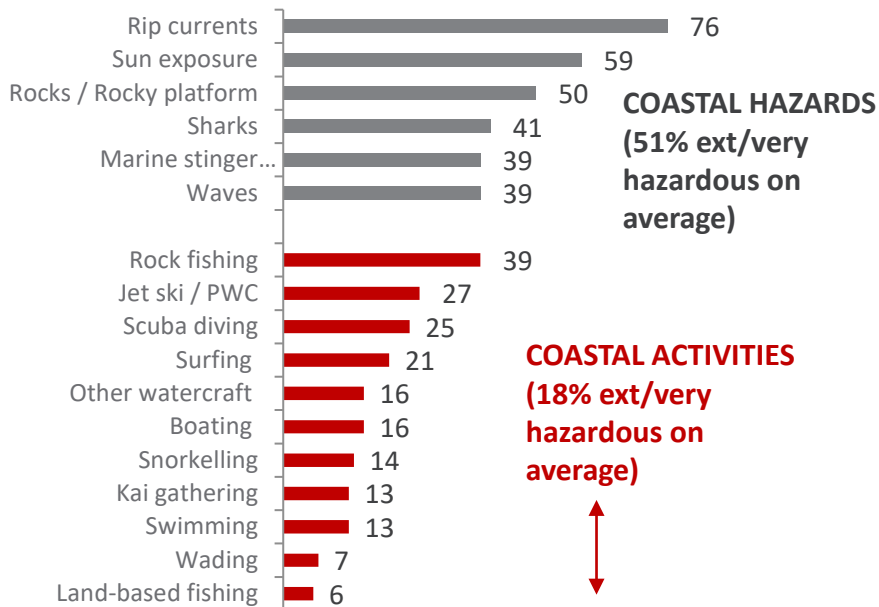
2- Participation in coastal and river activities

- 2.2M “adults” participated in some coastal activities in the past 12 months and most of them (1.8M) have participated in swimming/wading. About 1M only swim or wade and do not participate in any other coastal activity.
 - 1 in 3 swimmers (600k) are frequent swimmers (swim or wade at least once a month).
 - 54% usually swim at lifeguarded beach and 49% always swim between the flags when on lifeguarded beaches.
- Swimming/wading is also popular in rivers with 1 in 4 adults (0.9M) who did it in the past 12 months. The vast majority (0.7M) are doing both: swimming and wading in the ocean and in rivers.
- Kai gathering for food (from the sea) is also popular as 23% did it in past 12 months, especially in less urban areas and amongst Maori/Pacific Islanders (41%). Boating, in a broad sense, is another activity that attracted 1 in 4 Kiwis in the past 12 months.

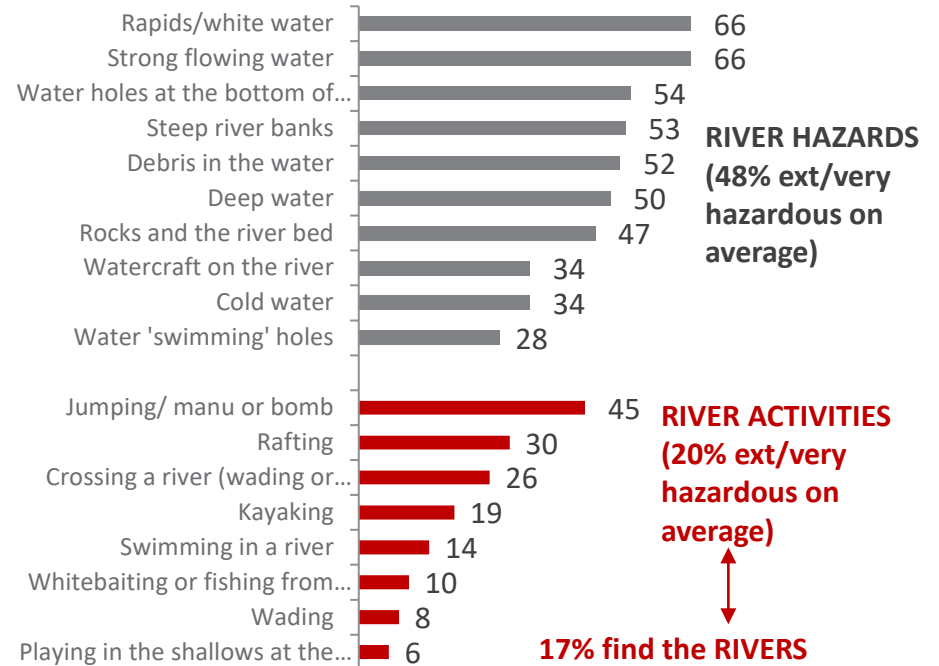
Executive summary (2)

3- Coastal and river hazards

- When asked how hazardous are the coast, the ocean or the rivers, about 1 in 2 New Zealanders answer “somewhat hazardous” and only 1 in 5 would say “extremely or very dangerous” (17% for river and 21% for the coast/ocean).
- On average, a similar proportion (1 in 5 or 20%) would consider ocean or river activities extremely or very dangerous, with some obvious differences i.e. rock fishing vs land-based fishing on the coast or jumping vs. wading in rivers.
- However; it is interesting to note how people are well aware of some ocean coastal and river hazards, but do not associate/link these risks with the corresponding coastal/river activities:
 - 39% consider waves extremely or very hazardous while only 21% think the same for surfing.
 - 50% consider rocks/rocky platforms extremely or very hazardous but only 39% would say this for rock fishing.
 - 76%/66% consider rips /strong river currents extremely or very hazardous while only 13%/14% for swimming.



21% find the COAST
(extremely or very) hazardous



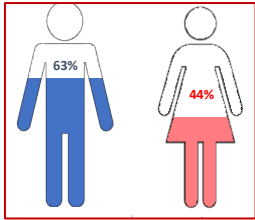
17% find the RIVERS
(extremely or very) hazardous

Executive summary (3)

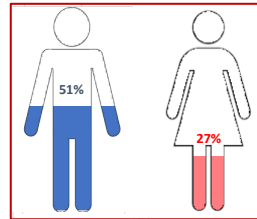
4- Swimming ability in the ocean is “low” and even lower among females

- Overall, 27% of adults are competent swimmers, 37% are average swimmers and 35% are weak swimmers or can't swim. Swimming ability increases among those (56%) who ever had swimming lessons. Only 1 in 2 adults in New Zealand can swim 50 meters without stopping.
- Swimming ability in the ocean is much lower than overall swimming ability. In the ocean, 47% are weak swimmers or can't swim; whereas the proportion of competent swimmers decreases to 20%. Only 4 in 10 can swim 50 meters in the ocean without stopping and this proportion rarely exceeds 60% among participants of coastal activities.
- With regards to swimming ability (self assessment) a gender gap exists that cannot be explained by previous swimming lessons:

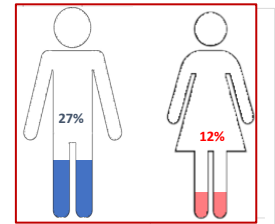
53% can swim 50 meters without touching the bottom



39% can swim 50 meters in the ocean without touching the bottom



20% have swum 50 meters in the ocean in the last 18 months



- This swimming ability gender gap can be seen across all age groups, as the proportion who can “swim 50 meters without touching the bottom” (overall and in the ocean) is always significantly higher amongst males across all age groups.
- Interestingly, this swimming ability gender gap does not translate into differences in hazard perception between males and females:



- Some behavioural differences also exist, as 1 in 2 male participants in coastal activities (53%) consider themselves **experienced enough to take some risk** when participating in their favourite coastal activities; whereas this proportion of “risk takers” is only at 1 in 3 among female participants (35%).

5- Coastal activities and safety practises in New Zealand

- **Surfing** is an activity with mostly young males. 48% do not always surf in conditions appropriate to their level and 50% think they are experienced enough to take some risks.
- **Rock fishing** is considered extremely or very hazardous by a third of rock fishers whilst a similar proportion think it's not dangerous. This might explain why rock fishers do not follow safety practices very often: 26% always wear a life jacket and 53% wear one at least occasionally (those who have a lifejacket, as half rock fishers do not have a lifejacket at home). In the meantime, some resistance exists among rock fishers, as only 51% think lifejackets should be mandatory for rock fishing.
- **Land-based fishing** is considered as the least dangerous coastal activity and this is probably why a message like *No Drink-No Play* is not broadly accepted by land-based fishers: when asked how many standard alcoholic drinks they think is reasonable to consume before undertaking land-based fishing, 47% answered "zero/no alcoholic drink" whilst 51% of land-based fishers think that drinking alcohol before going fishing is reasonable.
- **Boating (power boat/sailing boat)** has the highest level of safety practices "compliance" of all coastal activities as 70% to 80% of boaters always follow the safety 'rules'. For example 7 in 10 always wear a lifejacket and 9 in 10 think it should be mandatory. Boaters are often experienced but in the meantime the proportion who think they are experienced enough to take some risks is the lowest (39%). Boating and fishing are interlinked as 6 in 10 boaters often do fishing from the boat.
- **Other watercrafts** (SUP, kayak, waka ama. ...) is a heterogenous category mixing traditional crafts (canoe/kayak) and new ones (SUP, foil, ...). This category attracts new participants and about half participants are beginners. Currently the most popular crafts are kayak and SUP; 60% always wear a lifejacket (true whatever craft they use) and 77% think it should be mandatory.
- **Snorkelling:** 7 in 10 snorkellers can swim 50 meters in the ocean, whereas 3 in 10 cannot. Surprisingly, those with limited ocean swimming ability do not follow snorkelling safety practises more often than competent swimmers.
- **Scuba diving and jet ski** have quite a limited participation base partly this year because these activities typically happen during holidays, especially in overseas destinations.
- **Kai gathering for food** is very common in New Zealand. 39% are doing it from the beach vs. 27% from a boat.

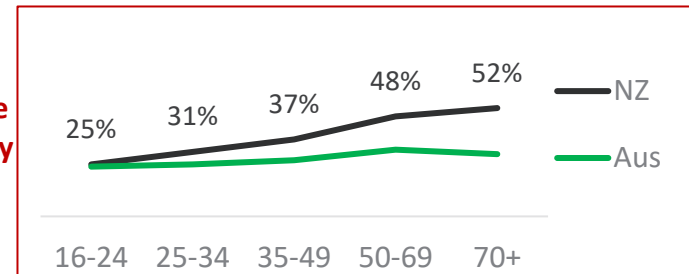
Executive summary (5)

6- Rips are the number one coastal hazard in New Zealand; however ...

- 3 in 4 New Zealanders consider rip currents as extremely or very dangerous and those who have been caught in a rip are even more aware of this danger.
- Interestingly, swimmers are well aware of this risk (77% consider rip currents as extremely or very dangerous) but not all are concerned as only 44% of swimmers are extremely or very concerned about being caught unintentionally in a rip.
- 48% of swimmers always *look for the presence of rip currents in the area prior to entering the water*. The reasons why half don't always do it are
 1. *Don't know what to look for, not able to identify a rip.*
 2. *I don't go far in the ocean, don't go deep, knee or waist high (also the number one reason reason for not always going to lifeguarded beach during patrol hours).*
 3. *Lazy, don't always pay attention, forget.*
- 43% are confident they can spot a rip; however, at the rip identification test (using the two pictures below) 39% of them have correctly identified both rips (vs. 32% correctly identified only one rip out of two and 28% gave incorrect responses for both or don't know).
- More concerning, half of those who are confident they can spot a rip, got it wrong at the rip ID test.
- Maoris are over-represented in this “rip over-confidence” group: 53% of Maoris are confident they can spot a rip but only 32% have correctly identified rips at the rip ID test.
- From a demographics perspective, correct rip identification increases with age, an “age/experience ‘factor’” that doesn't seem to exist in Australia.



% of correct answer by age and by country



Executive summary (6)

7- Getting out of rips

- As the majority cannot correctly spot rips, messaging around rip currents should also focus on *what to do in case you're caught in a rip*. 1 in 6 adults in New Zealand (600k) have ever been unintentionally caught in a rip, and most of them got out of the rip by themselves (vs 30 % who received some help/were rescued).
- The 3R's campaign has a solid potential but should be more visible/used more often, to be seen by a larger proportion of the general public: currently 15% remember seeing the 3R's poster and 18% said they've heard of the 3Rs BUT



- 9 in 10 agree the messages on this poster are clear and easy to understand
- 9 in 10 agree they feel better informed with this poster on what to do if caught in a rip current
- 8 in 10 would *RELAX, stay calm and float*
- 8 in 10 would *RAISE their hand to signal for help*
- 2 in 3 would *RIDE the rip until it stops*

Conclusion

Almost 9 in 10 adults visit the coast and half of them do it at least once a month, that is not surprising as in New Zealand 90% live within 40 minutes of a beach. People are well aware of the hazards in the ocean (and in rivers); however, this does not translate into their own risk assessment of coastal (and river) activities.

Swimming is the number one coastal and river activity (and also the deadliest recreational activity in New Zealand); in the meantime swimming ability is just average as 1 in 2 adults in New Zealand cannot swim 50 meters overall. There is also a significant gender gap in relation to swimming ability: Do males overestimate their ability and as a result are more ready to take risks in the water?

Interestingly, despite swimming ability being the same in the ocean and in rivers, twice more people (52%) think they would be able to help someone who is in trouble in a river, than to rescue someone who is caught in a rip (24%).

- **Over-estimating ability in the water and under-estimating risk is definitely a concern and New Zealanders need to respect the water more and understand the risks when undertaking water related activities.**

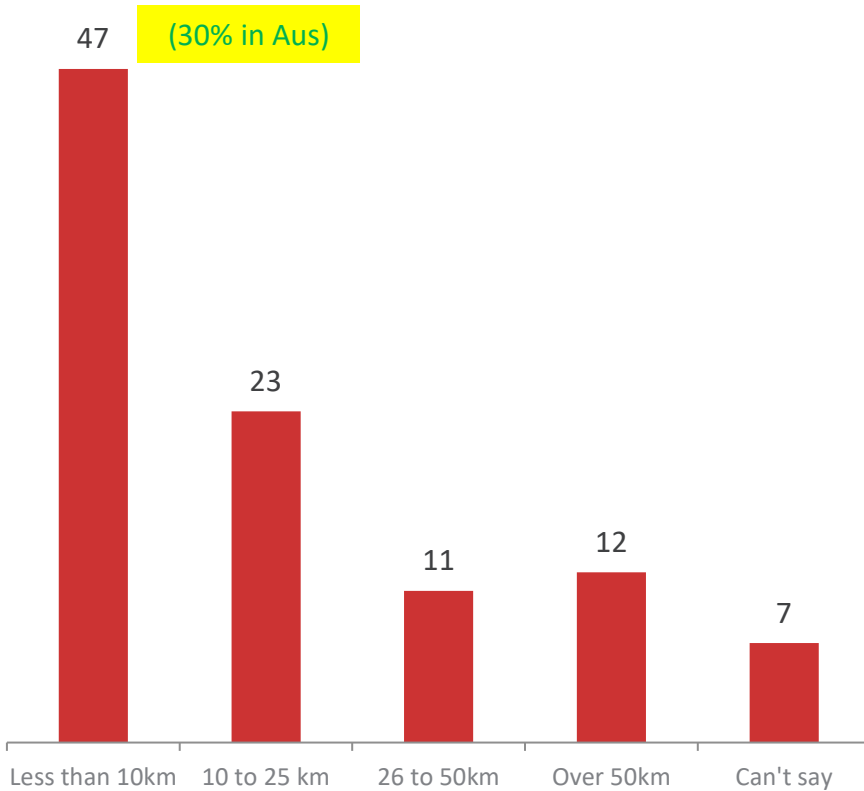
**National Coastal
and Water Safety
Survey 2021**

**Part 1:
The coast,
the beach
and swimming
abilities**



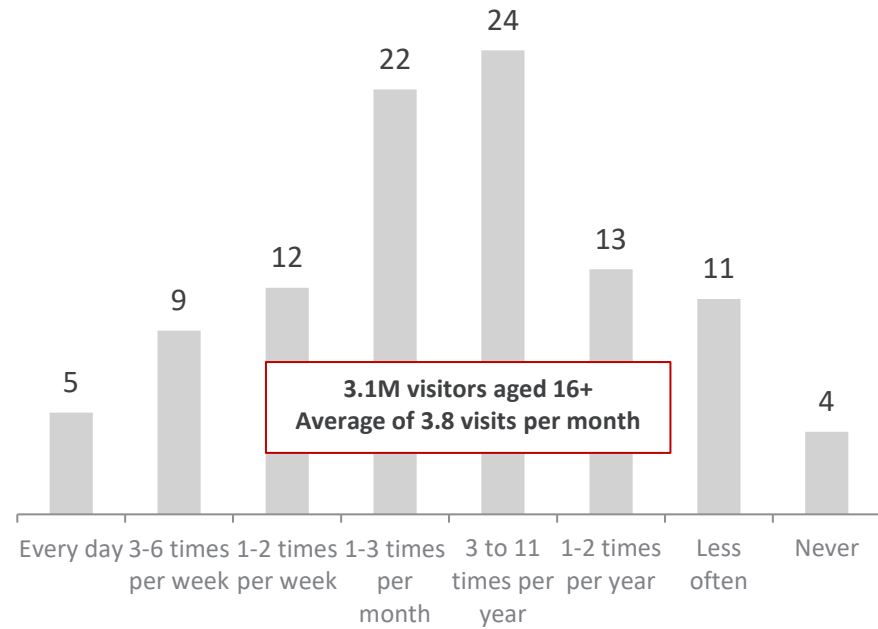
The coast

Distance live from the coast



Frequency visit the coast

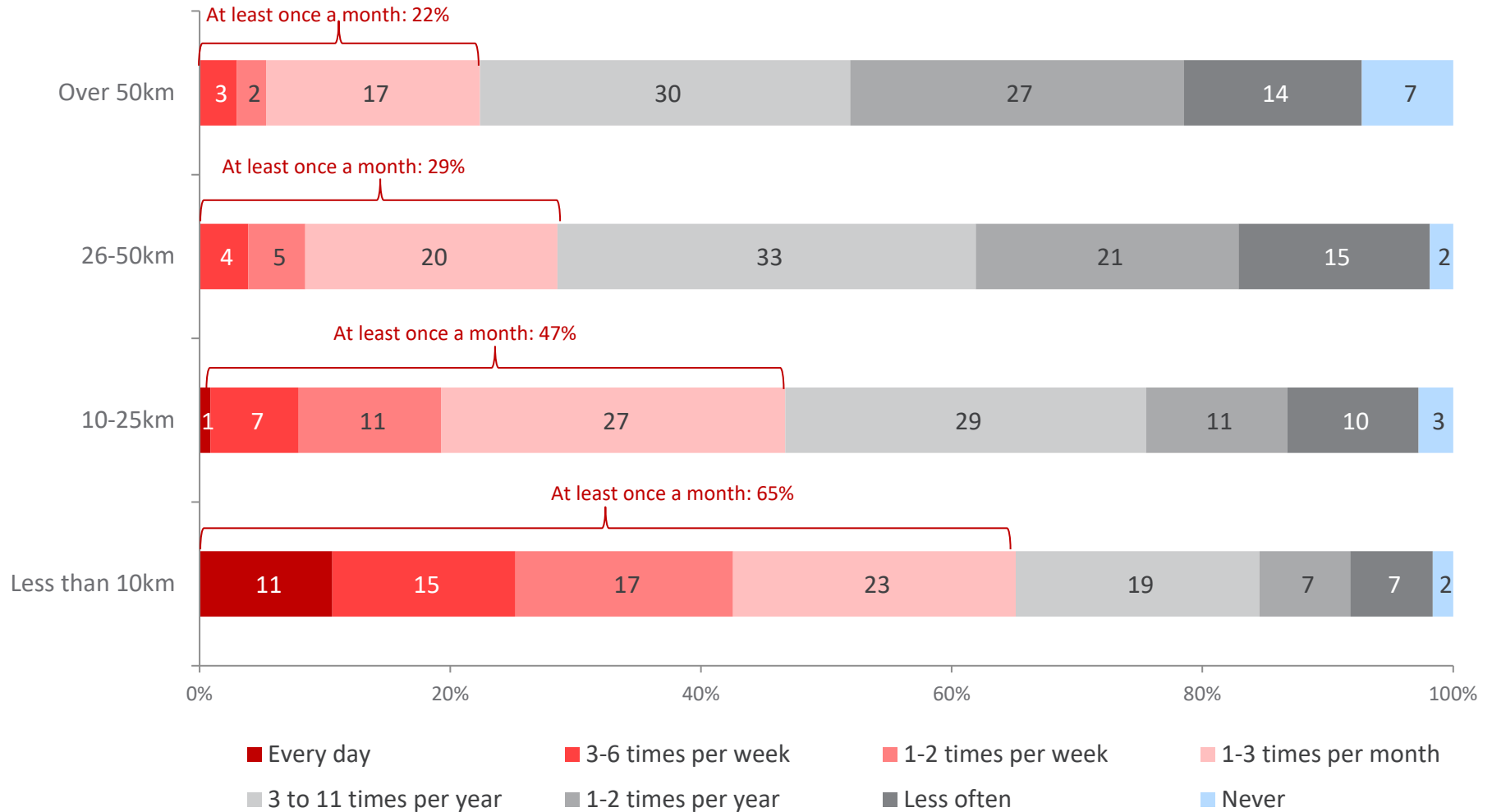
At least weekly: 26% (22% in Aus)
 At least monthly: 48% (37% in Aus)
 At least annually: 85% (77% in Aus)



Base: Adults aged 16+ (n=1049)

The coast Relationship between distance and frequency

Frequency visit the coast by distance live from the coast



In summary

Total	Distance from the coast			
	Less than 10km	10-25km	26-50km	Over 50km
3.8 visits to the coast on average per month Aus: 3.3	6.2 visits p.m.	2.5 visits p.m.	1.4 visits p.m.	1.1 visit p.m.
2 hours on average per visit to the coast Aus: 2.3	1.6 hours	2.1 hours	2.4 hours	2.3 hours
± 90 hours on the coast per person and per year (same in Australia)	± 120 hours	± 60 hours	± 40 hours	± 30 hours

Base: Adults aged 16+ nationally (n = 1049) and by distance to the coast (n= 503, 244, 112, 123)

Coastal visits, by state

NEW ZEALAND

- 3.1M visitors in P12M
- 3.8 visits per month
- 2.0 hours per visit
- 2.2M participation in coastal activities in P12M

REST OF NORTH ISLAND

- 1M visitors
- 2.8 visits per month
- 2.2 hours per visit
- 0.7M participation in coastal activities

AUCKLAND

- 1M visitors
- 4.6 visits per month
- 2.0 hours per visit
- 0.8M participation in coastal activities

WELLINGTON

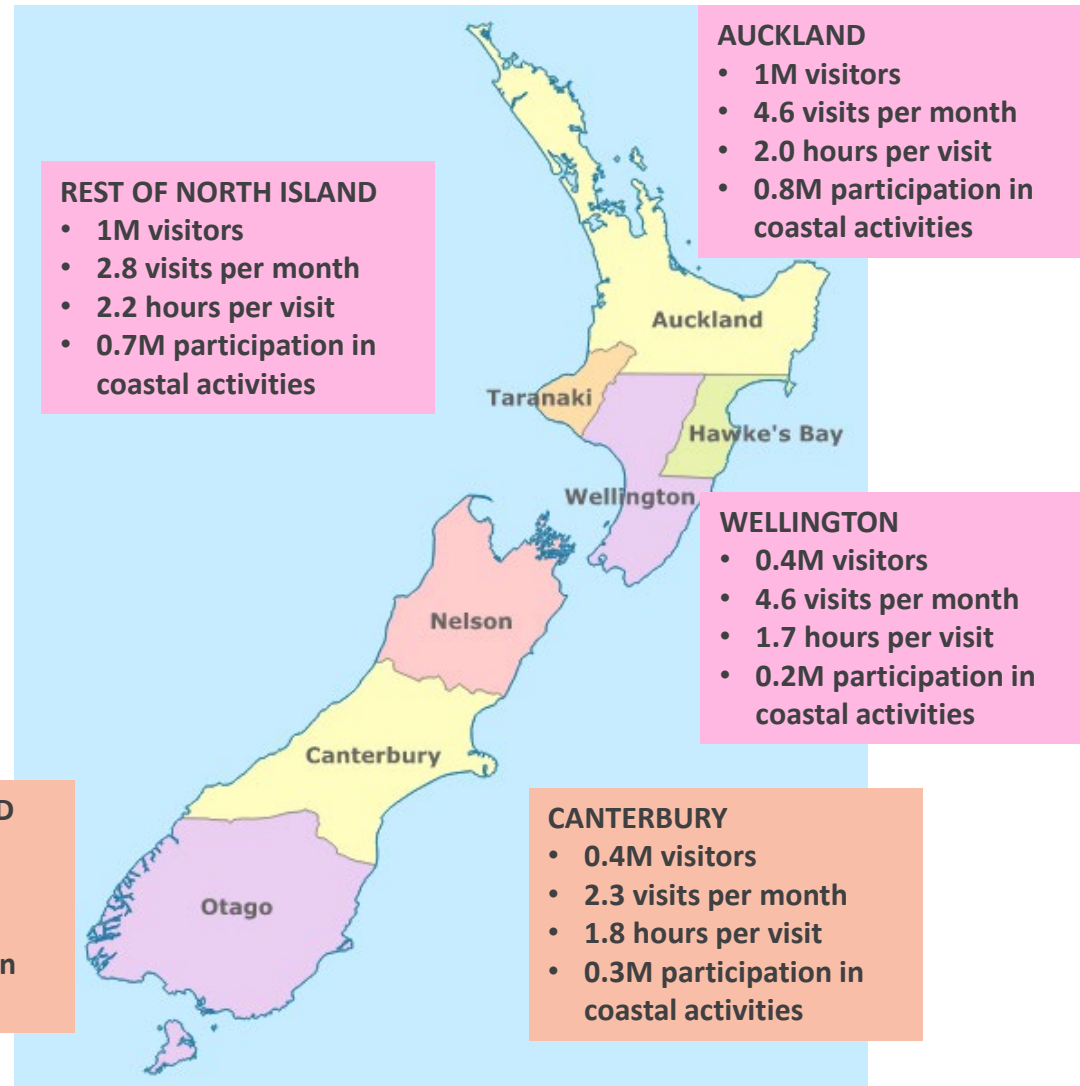
- 0.4M visitors
- 4.6 visits per month
- 1.7 hours per visit
- 0.2M participation in coastal activities

REST OF SOUTH ISLAND

- 0.4M visitors
- 5.4 visits per month
- 2.0 hours per visit
- 0.3M participation in coastal activities

CANTERBURY

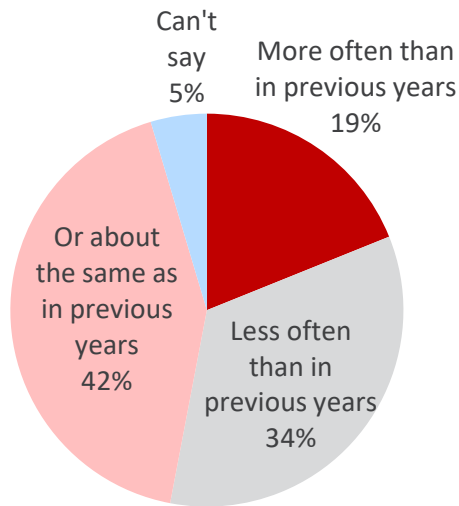
- 0.4M visitors
- 2.3 visits per month
- 1.8 hours per visit
- 0.3M participation in coastal activities



Base: Adults aged 16+ nationally

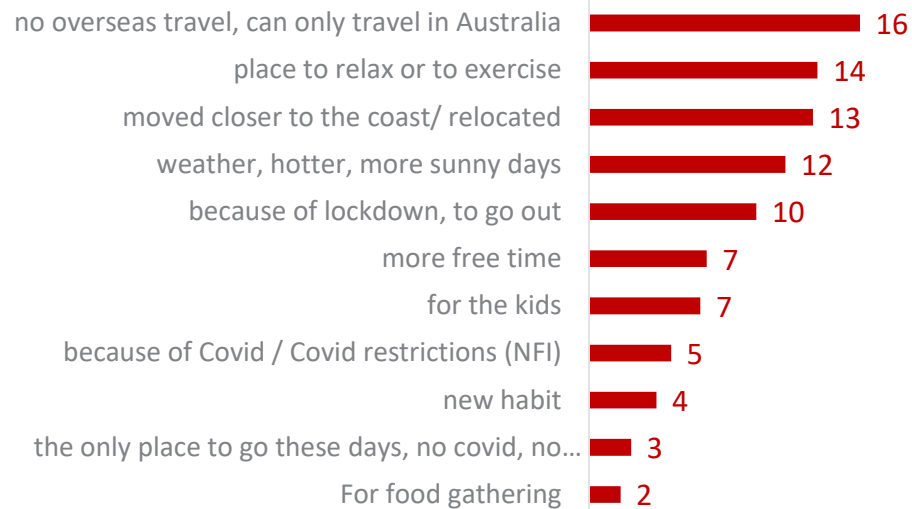
This summer they have visited the coast ... less or about the same

Would you say that this summer you have visited the coast ...?



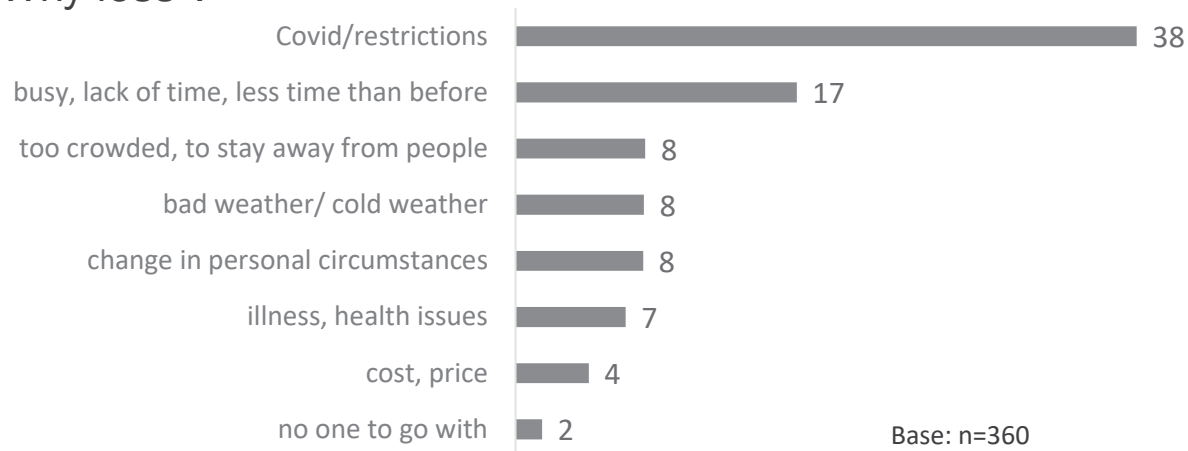
Base: Adults 16+ nationally (n=1049)

Why more ?



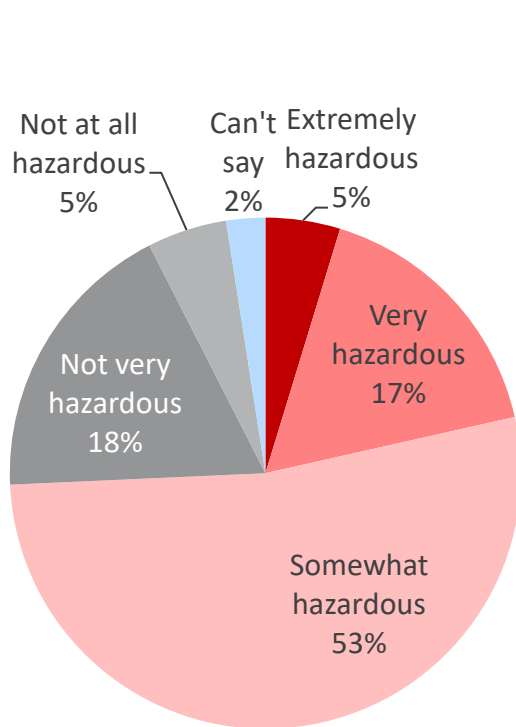
Base: n=199

Why less ?



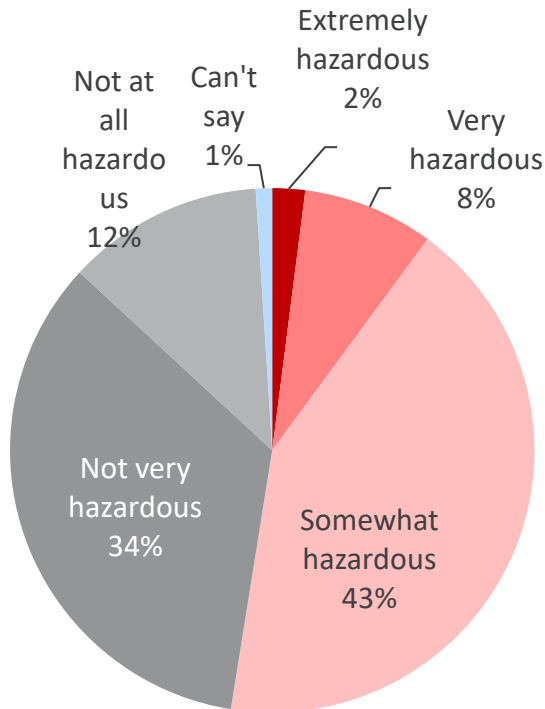
Base: n=360

Consider to be hazardous



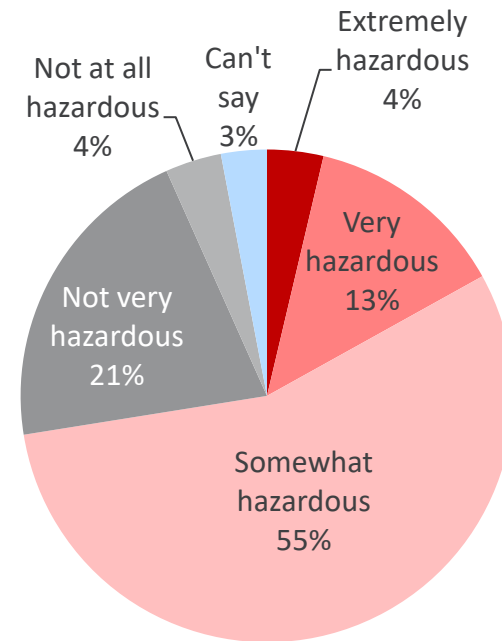
The coast*

() Coast + the ocean and surf zone and the adjacent rocky coast.*



The beach**

*(**) Beach = the ocean and surf zone and the adjacent sandy beach*

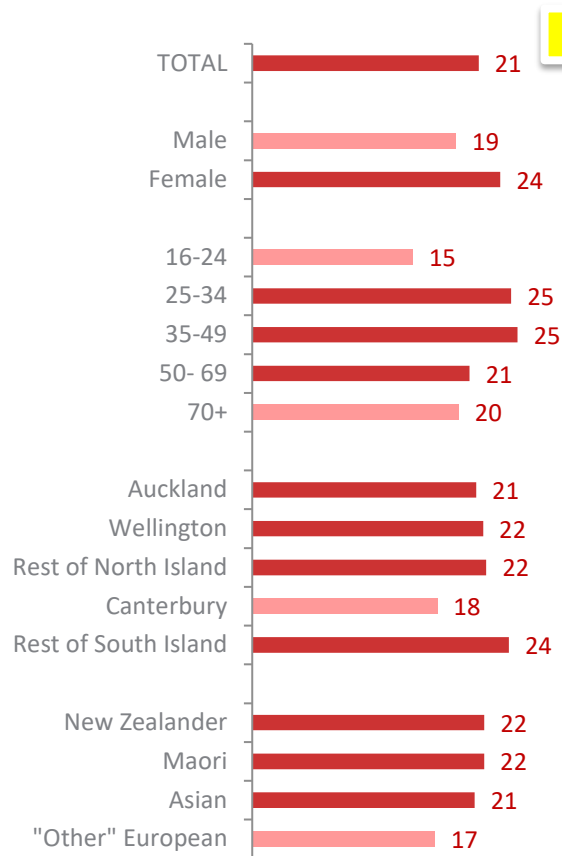


The rivers in NZ

Base: Adults aged 16+ nationally (n=1049)

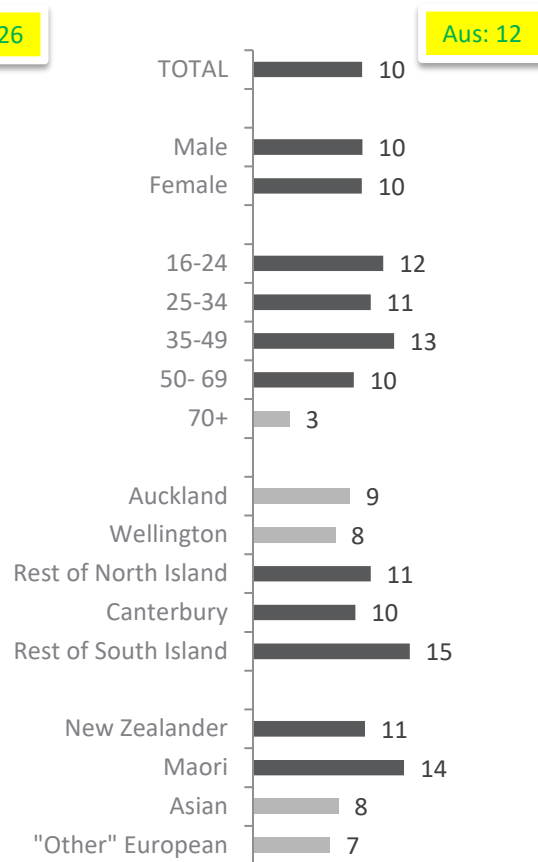
How hazardous are the coast, the beach ... and the rivers

% of extremely or very hazardous



Coast

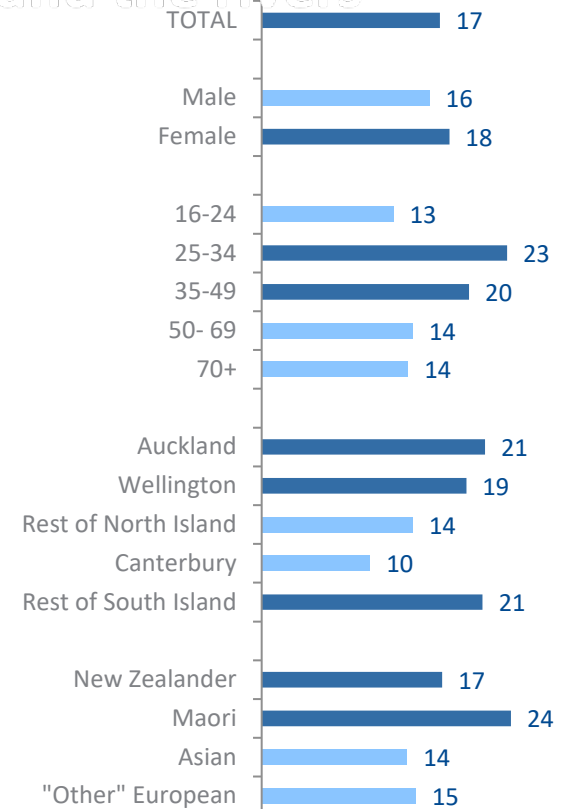
Aus: 26



Beach

Aus: 12

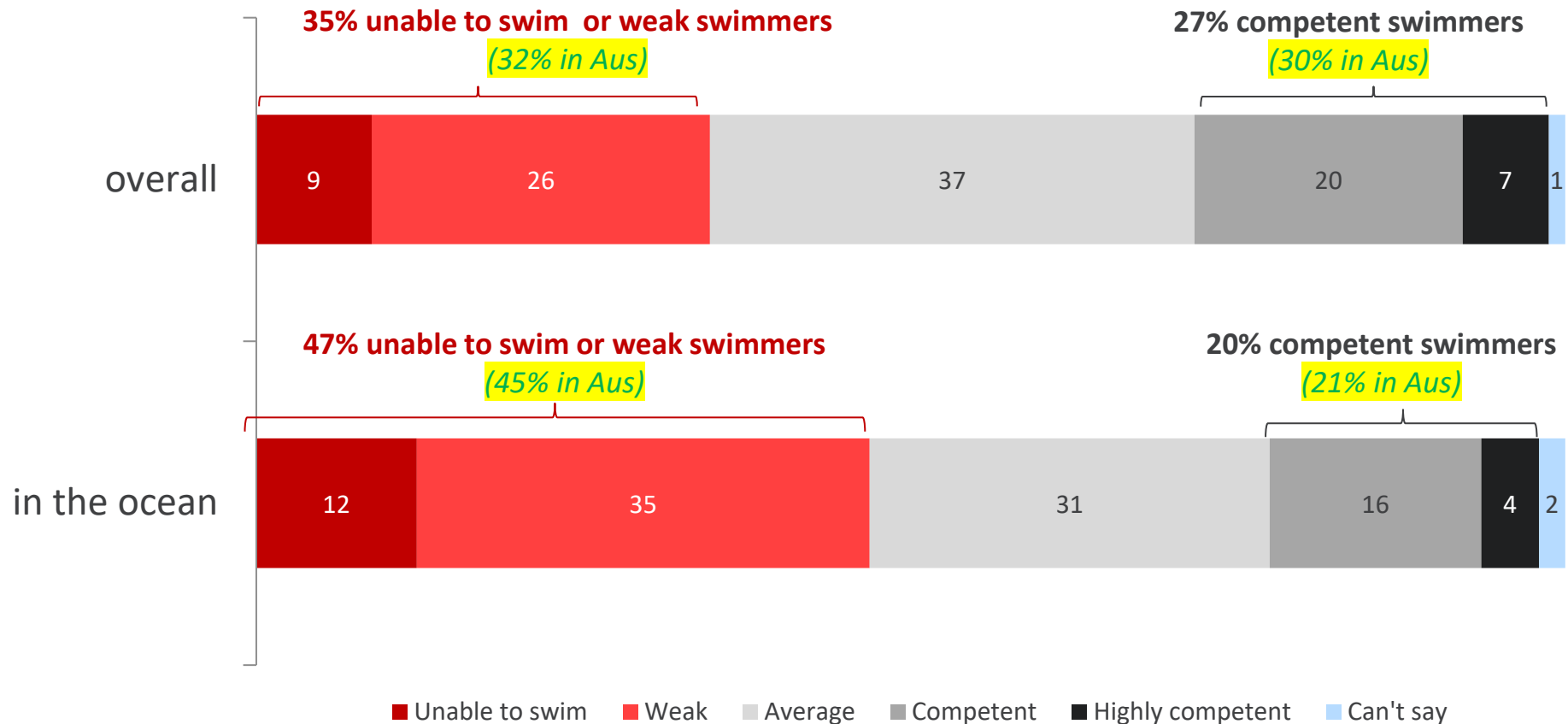
and the rivers



Rivers

Base: Adults aged 16+ (n=1049)

Swimming ability overall and in the ocean

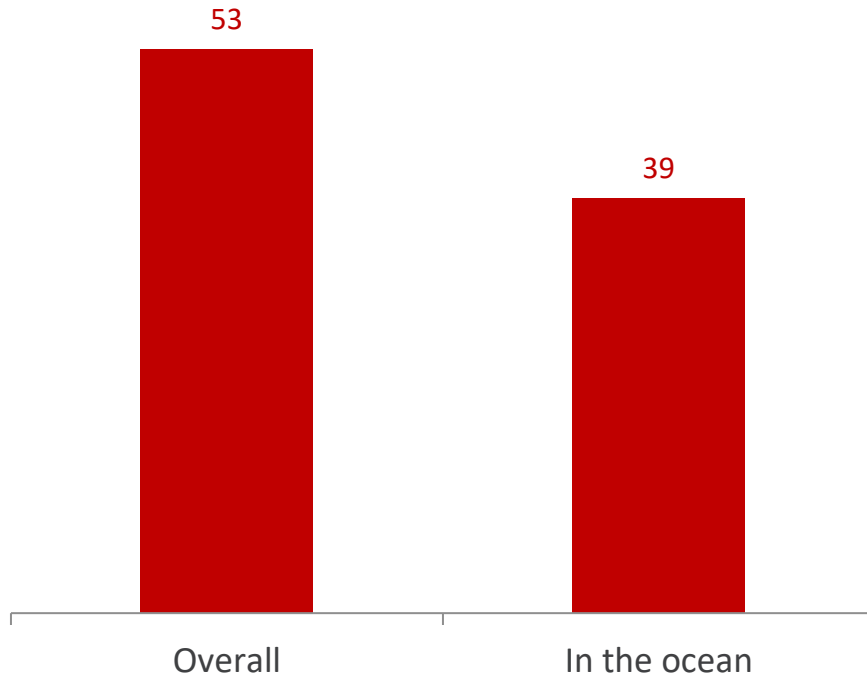


Base: Adults aged 16+- (n=1049)

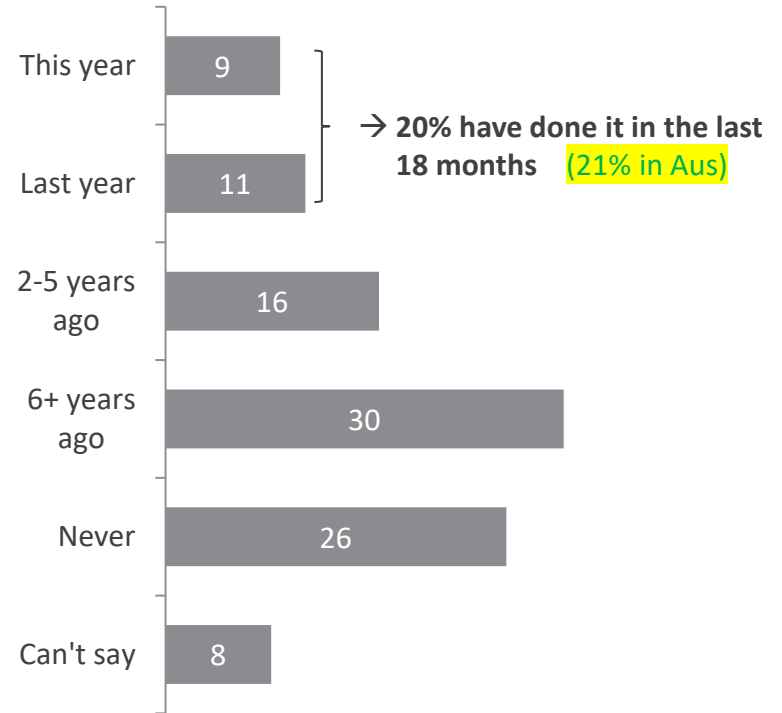
Swimming ability - 50 metres

Swim 50m without stopping

→ (56%/ 38% in Aus)

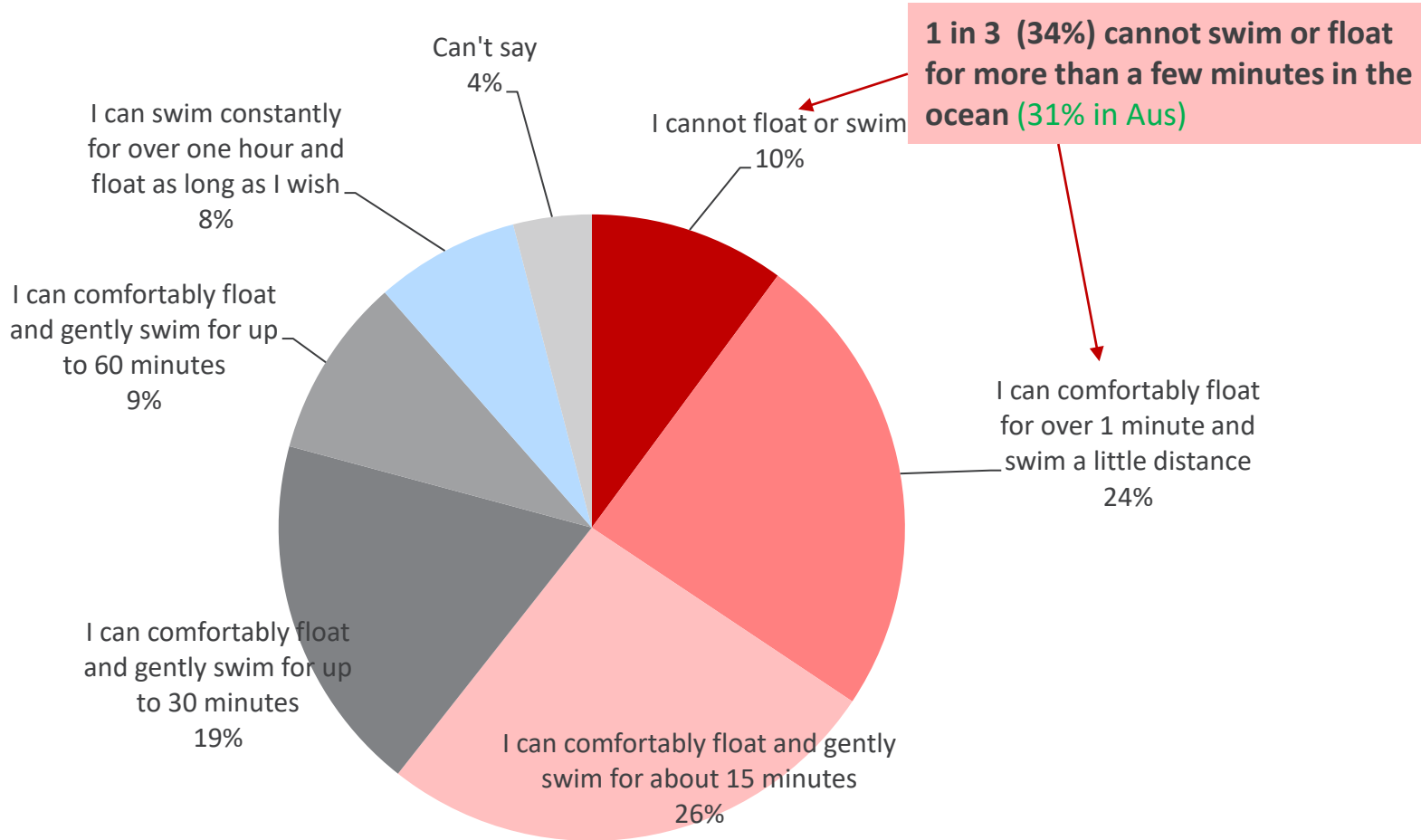


Last time swam 50m without stopping in the ocean



Base: Adults aged 16+ nationally (n=1049)

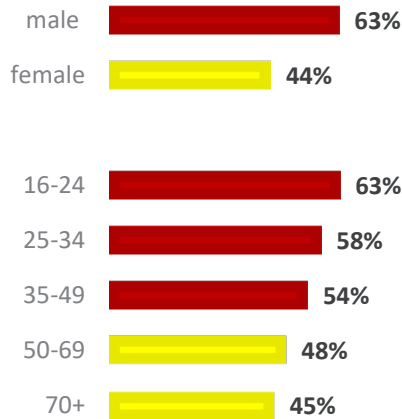
Unaided swimming ability in coastal areas



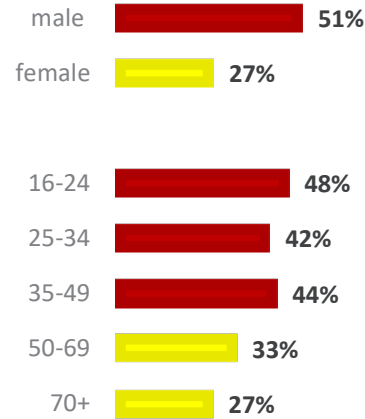
Base: Adults aged 16+ nationally (n=1049)

Swimming ability by gender and age

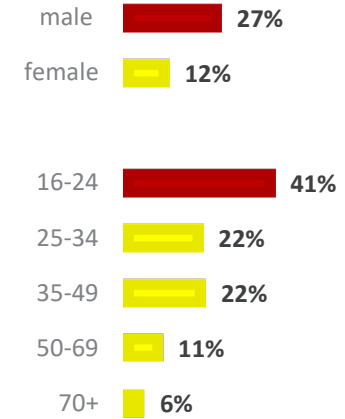
53% can swim 50 meters without touching the bottom



39% can swim 50 meters in the ocean without touching the bottom

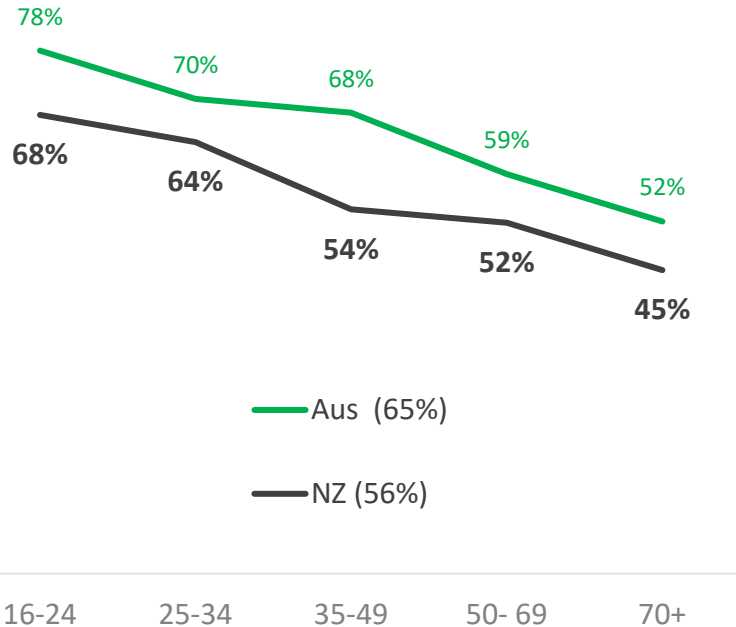


20% have swum 50 meters in the ocean in the last 18 months



56% have participated in swimming lessons

Participation in swimming lessons by age in NZ and Australia



Base: Adults aged 16+

Overall swimming ability and participation in swimming lessons in NZ

	Participated in swimming lessons	
	Yes	No
Unable to swim	4%	13%
Weak swimmer	20%	34%
Unable to swim or Weak swimmer	24%	48%
Average swimmer	40%	33%
Competent swimmer	26%	13%
Highly competent swimmer	9%	4%
Competent or Highly competent swimmer	35%	17%

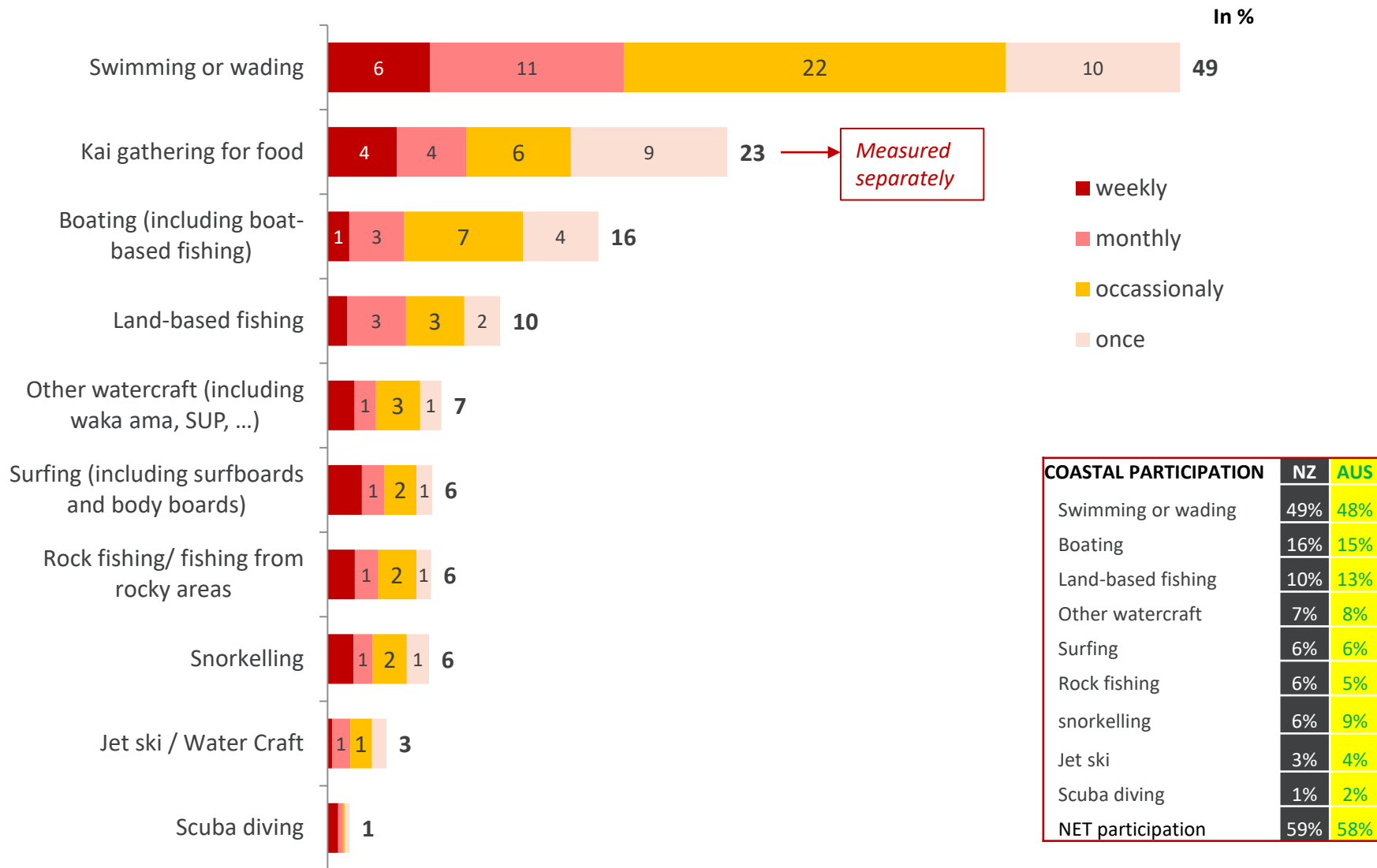
Base: Adults aged 16+ who have participated in swimming lessons (n=591) and who haven't (n= 458)

**National Coastal
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Survey 2021**

**Part 2:
Participation in
coastal activities**



Participation frequency in coastal activities



Base: Adults aged 16+ nationally (n= 1049)

Participation in 2020/21

Swimming/
wading



Total: 1.8M

Kai
gathering



0.85M

Fishing



0.5M

Boating, jet ski
and watercraft



0.8M

Snorkelling &
Scuba diving



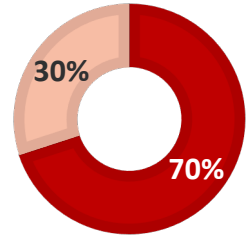
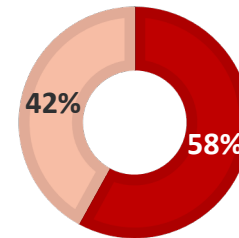
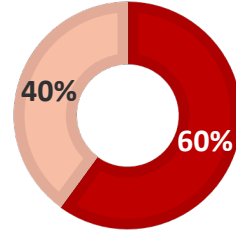
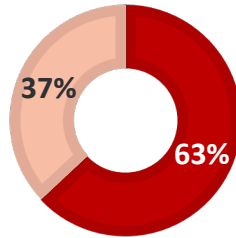
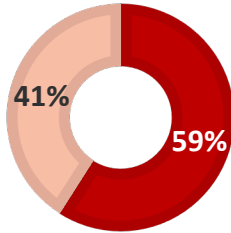
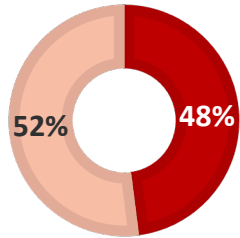
0.25M

Surfing



0.23M

Gender split:



■ Males ■ Females

% of participants who can swim 50m in the ocean without stopping or touching the bottom:

54%

57%

53%

59%

72%

59%

In Aus **52%**

na

55%

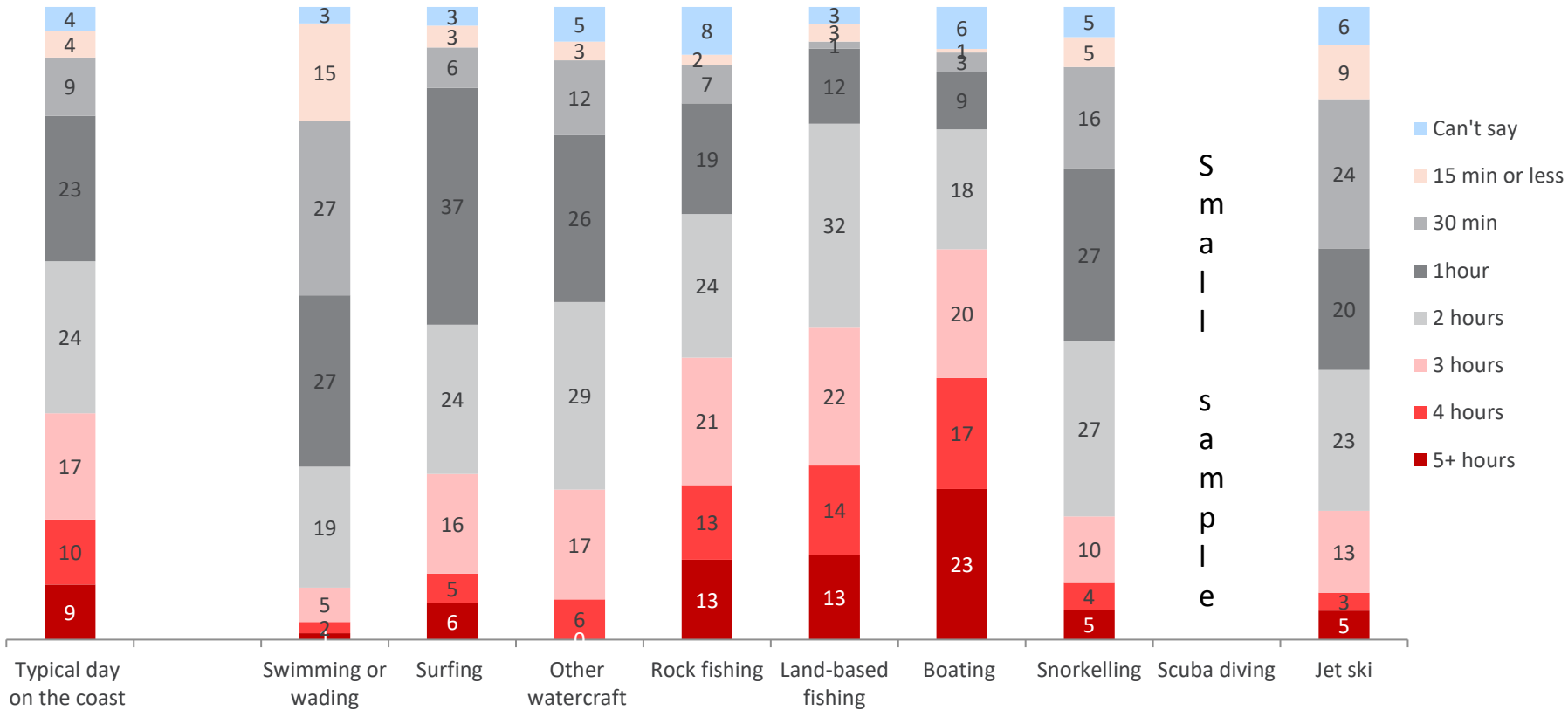
60%

66%

75%

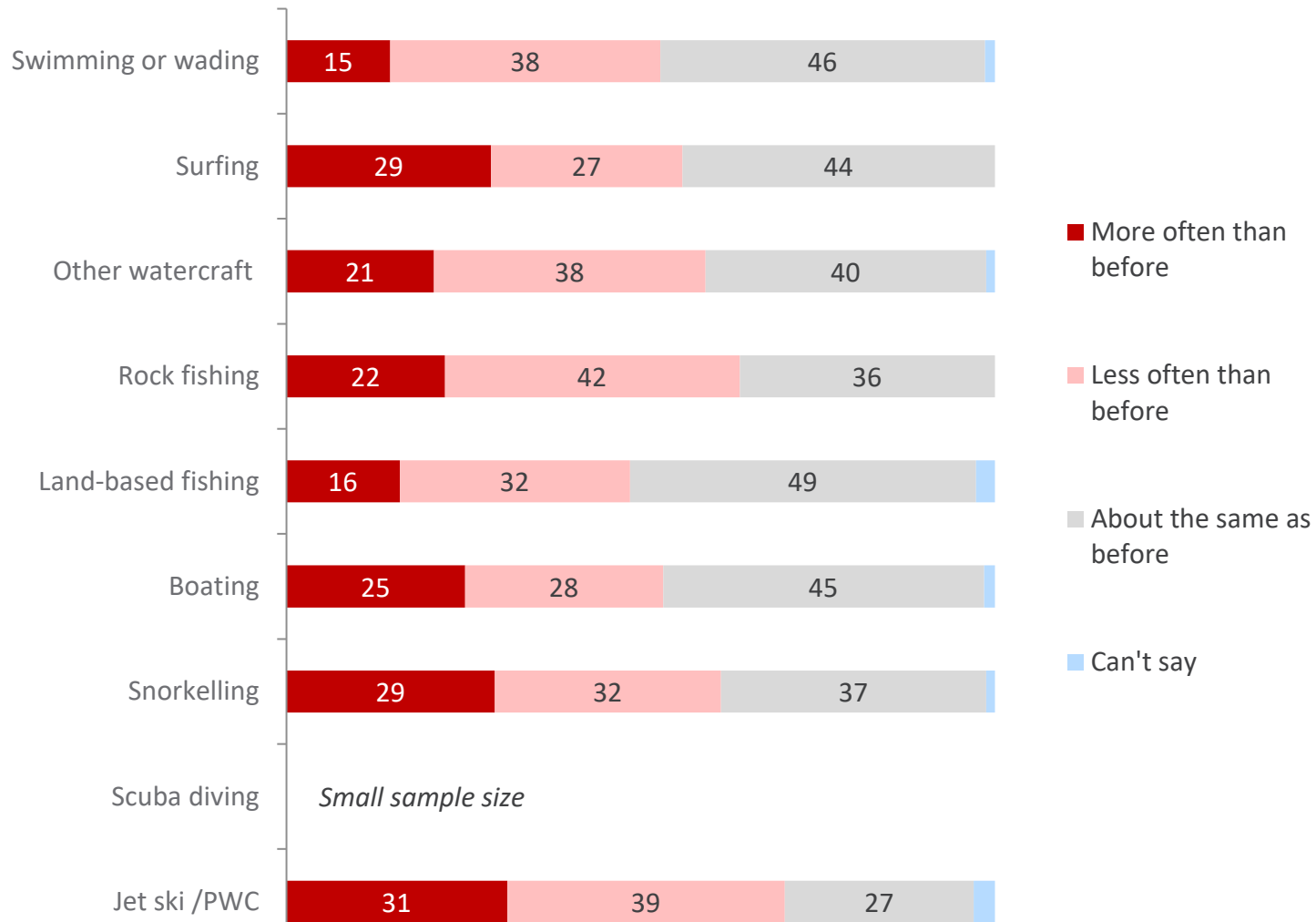
Coastal activities – hours spent on a typical day, based on those who participate in each activity

Mean scores:	2h	1.1h	1.8h	1.7h	2.3h	2.4h	2.8h	1.6h	n.a.	1.5h
In Aus	2.3h	1.3h	1.6h	1.6h	2.4h	2.4h	2.7h	1.4h	1.6h	1.9h



Base: Typical day (n=890), Swimming (n=520), Surfing (n=65), Watercraft (n=70), Rock fishing (n=64), Land-based fishing (n=107), Boating (n=167), snorkelling (n= 63), Scuba diving (n=13), Jet ski (n=37)

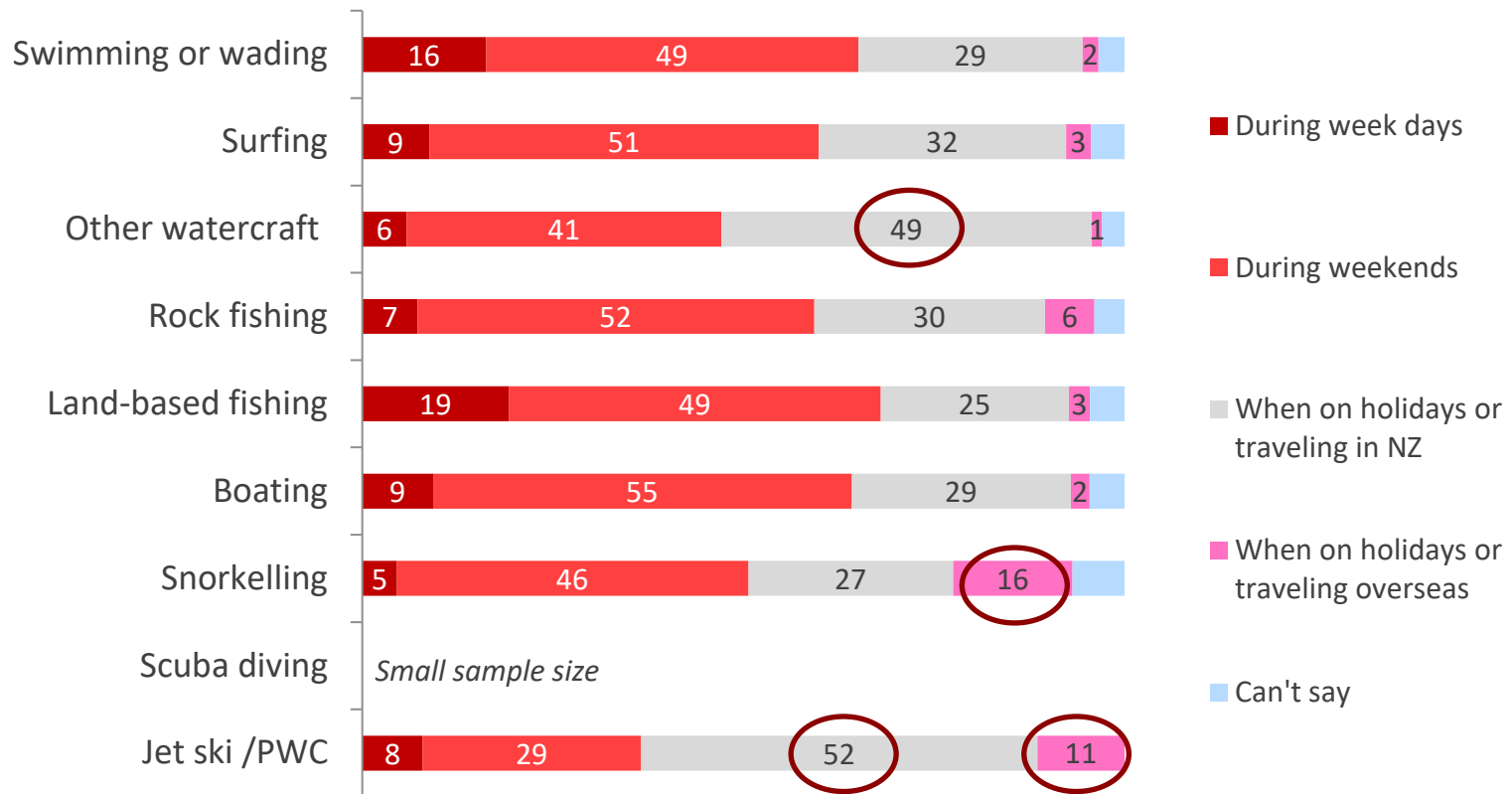
Coastal activities: Participate more often or less often than before



Base: Swimming (n=520), Surfing (n=65), Watercraft (n=70), Rock fishing (n=64), Land-based fishing (n=107), Boating (n=167), snorkelling (n= 63), Scuba diving (n=13), Jet ski (n=37)

Coastal activities: when and where?

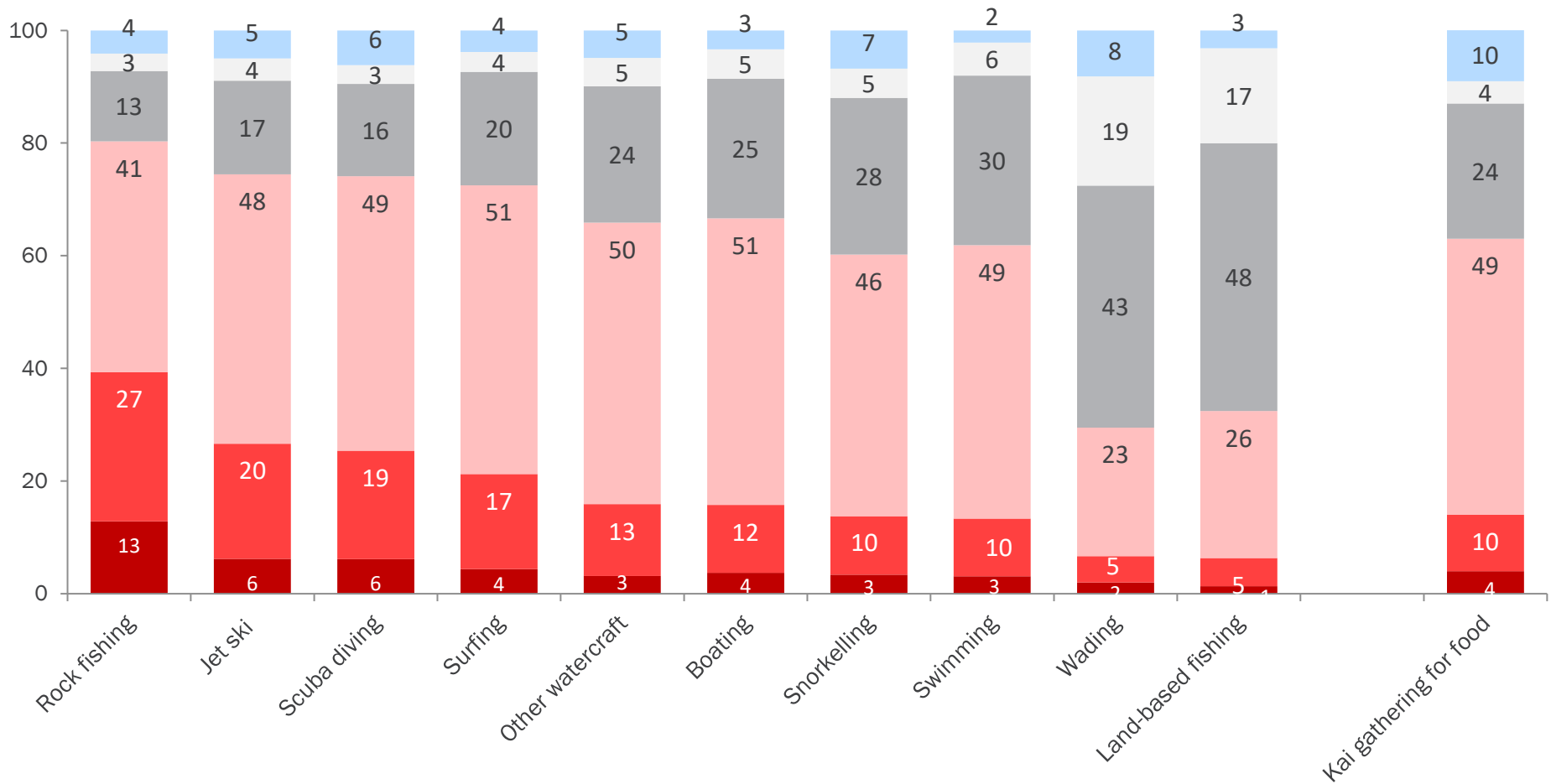
When and where do they usually do it?



Base: Swimming (n=520), Surfing (n=65), Watercraft (n=70), Rock fishing (n=64), Land-based fishing (n=107), Boating (n=167), snorkelling (n= 63), Scuba diving (n=13), Jet ski (n=37)

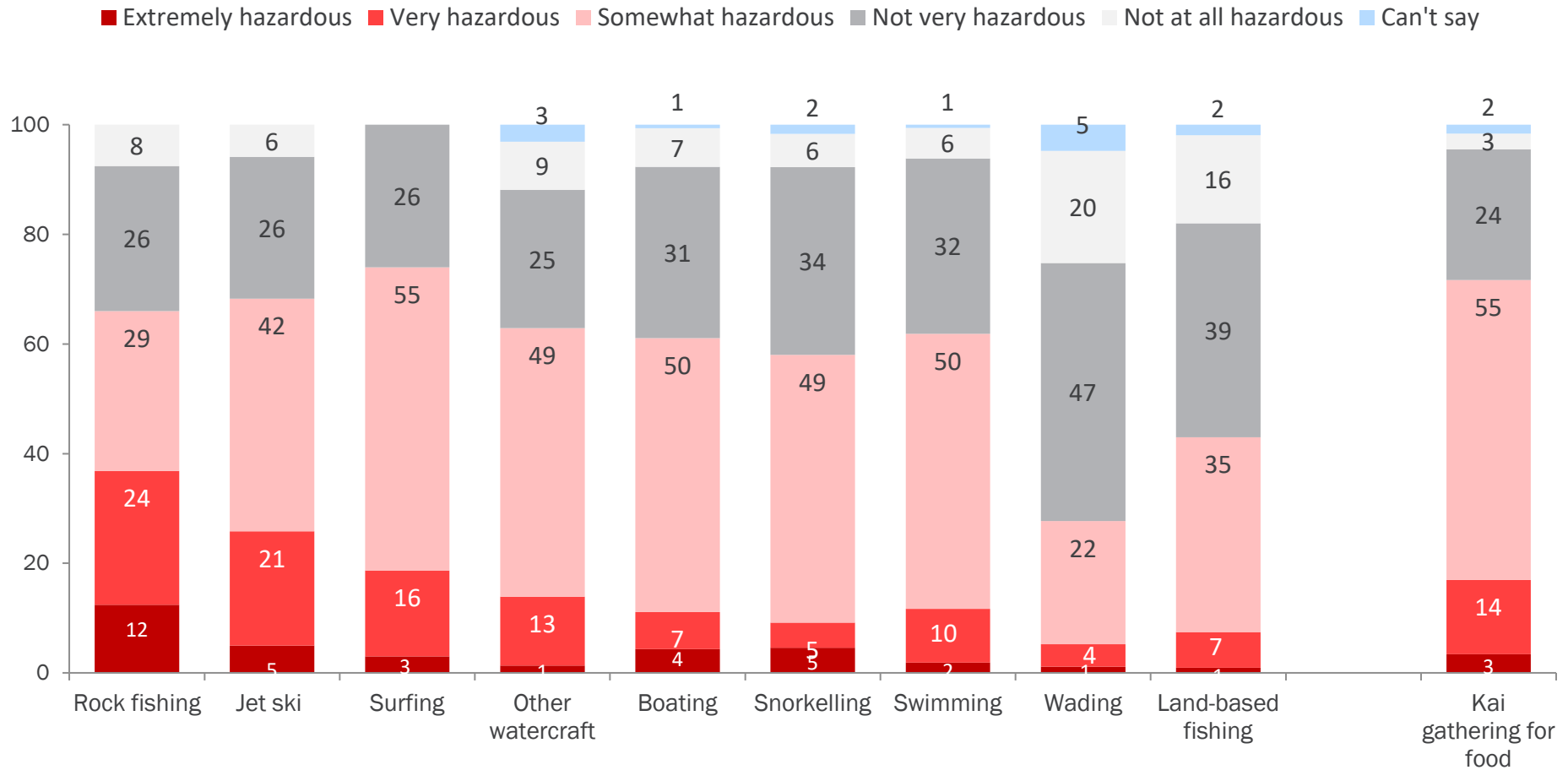
How hazardous is each activity – Total 16+

Extremely hazardous Very hazardous Somewhat hazardous Not very hazardous Not at all hazardous Can't say



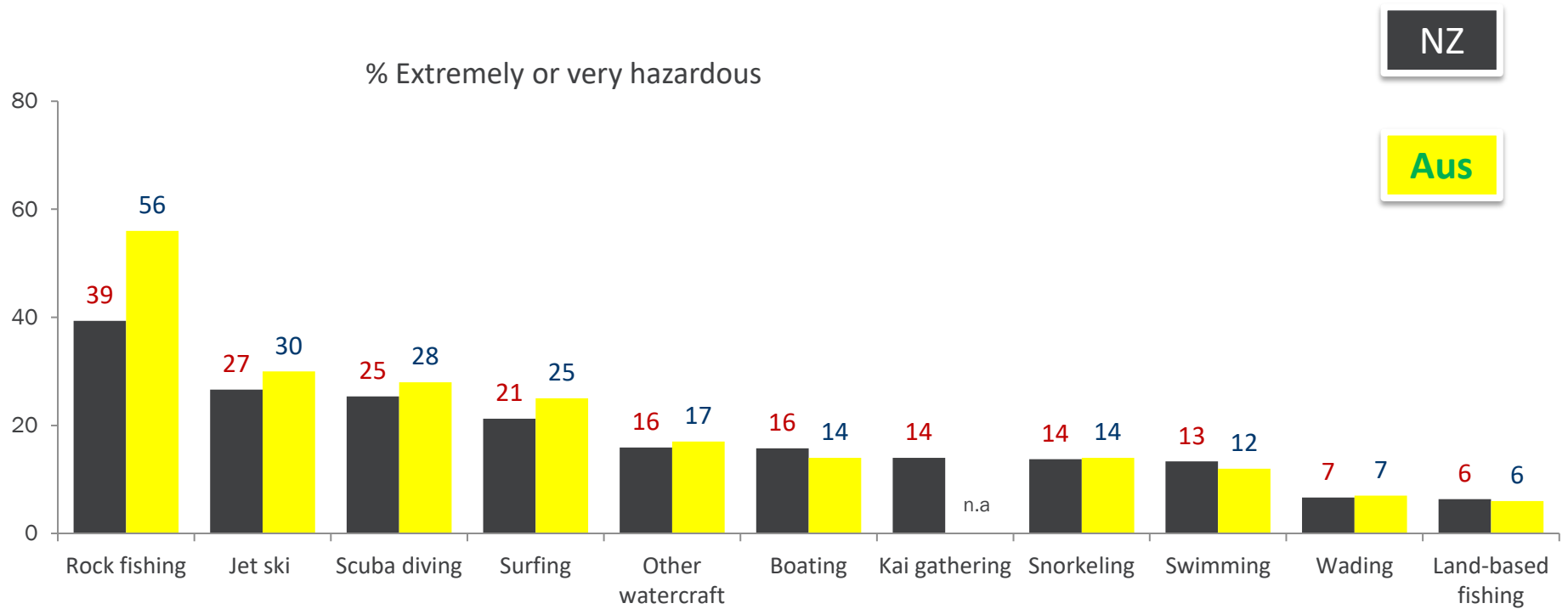
Base: Adults aged 16+ nationally (n=1049)

How hazardous is each activity – among those who do the activity



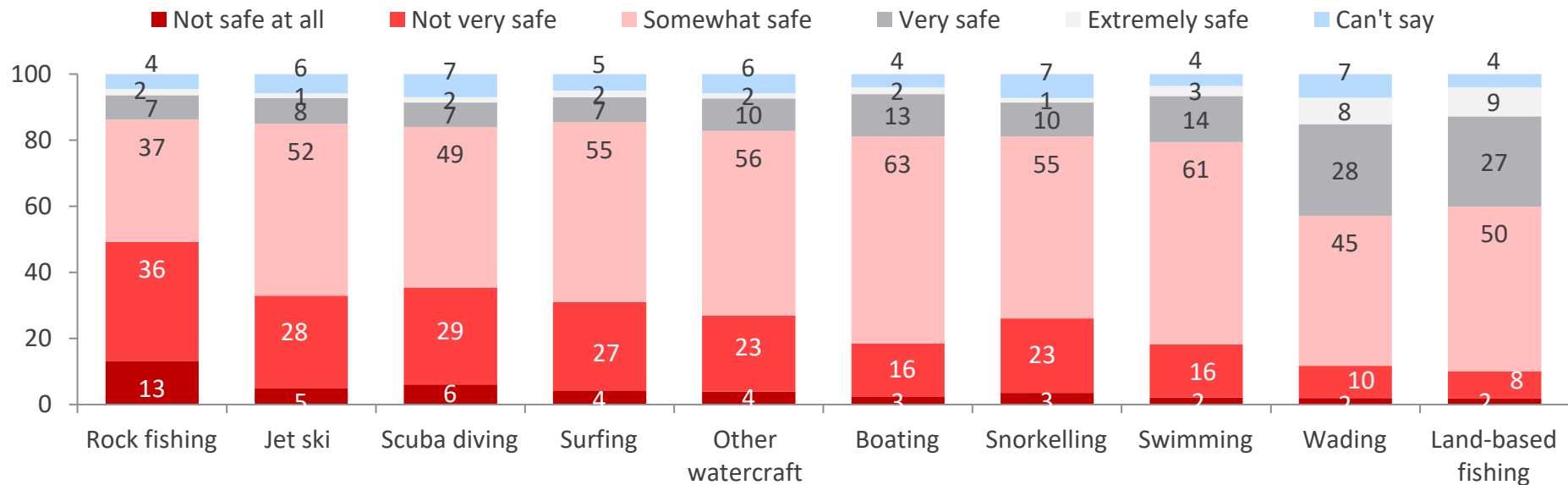
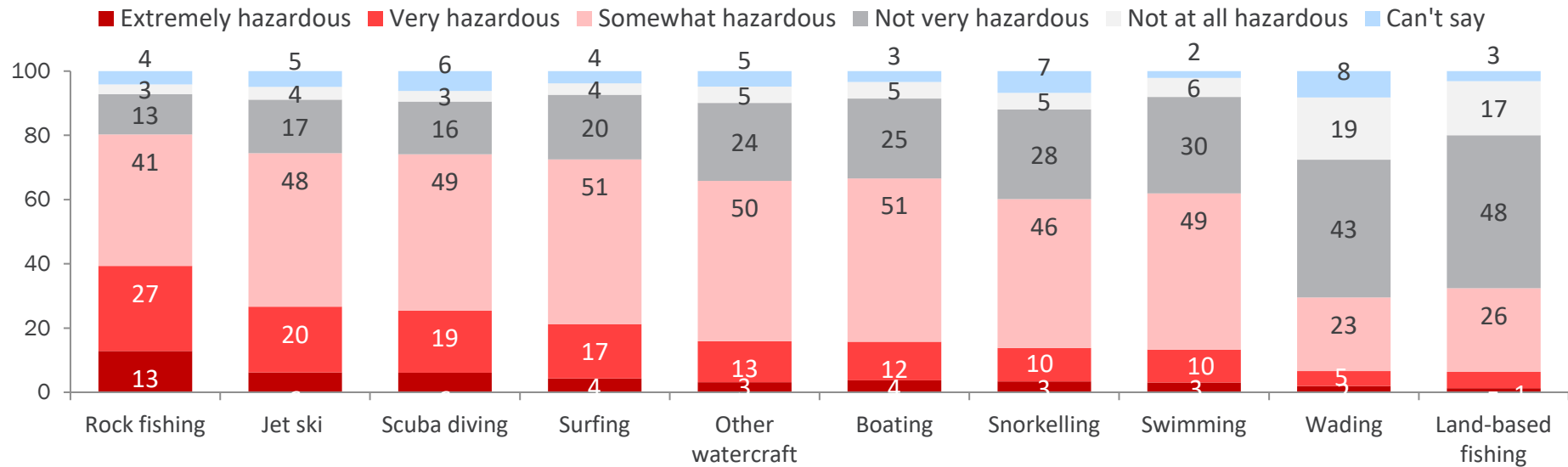
Base: Swimming (n=520), Surfing (n=65), Watercraft (n=70), Rock fishing (n=64),
 Land-based fishing (n=107), Boating (n=167), snorkelling (n= 63), Scuba diving (n=13), Jet ski (n=37), Kau gathering (n=

Comparing perceptions: “hazardous” in NZ and Australia



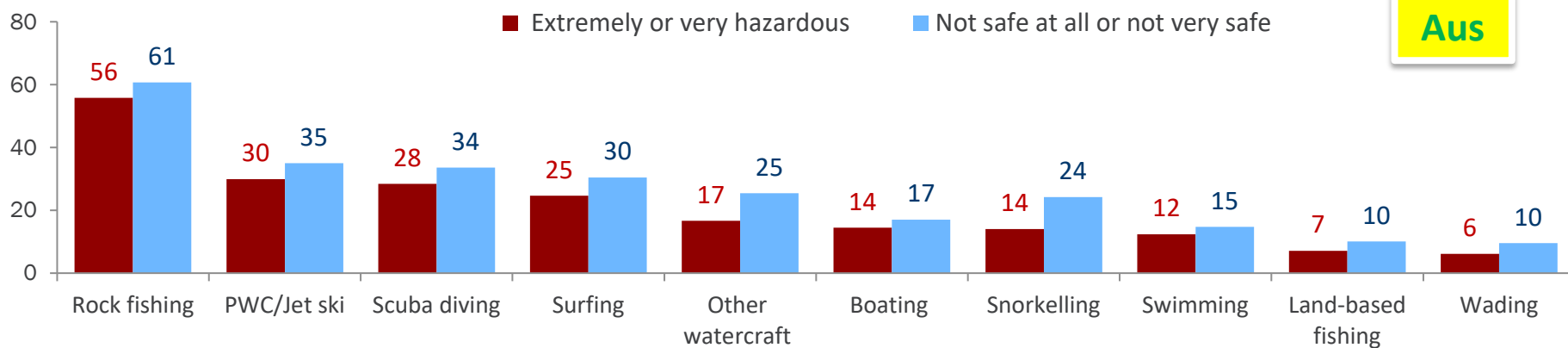
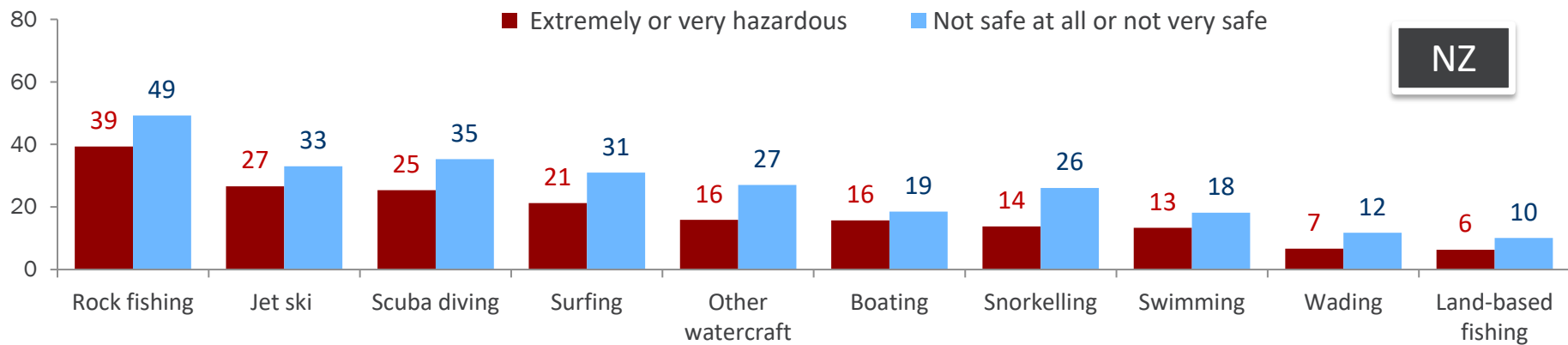
Base: Adults aged 16+ nationally (n=1049 in NZ and n=3050 in Aus)

How HAZARDOUS or SAFE is each activity?



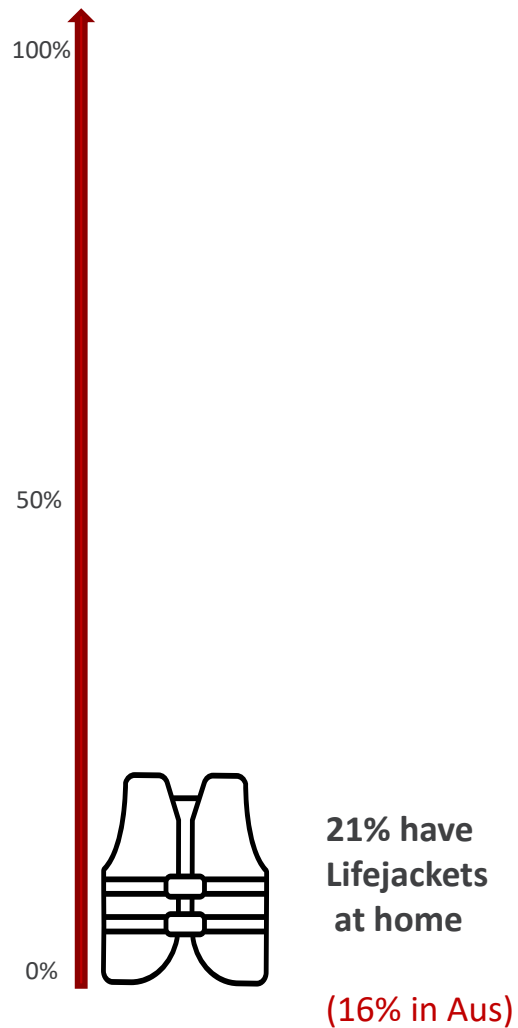
Base: Adults aged 16+ nationally (n=1049)

Comparing perceptions: “hazardous” vs. “not safe” for each activity

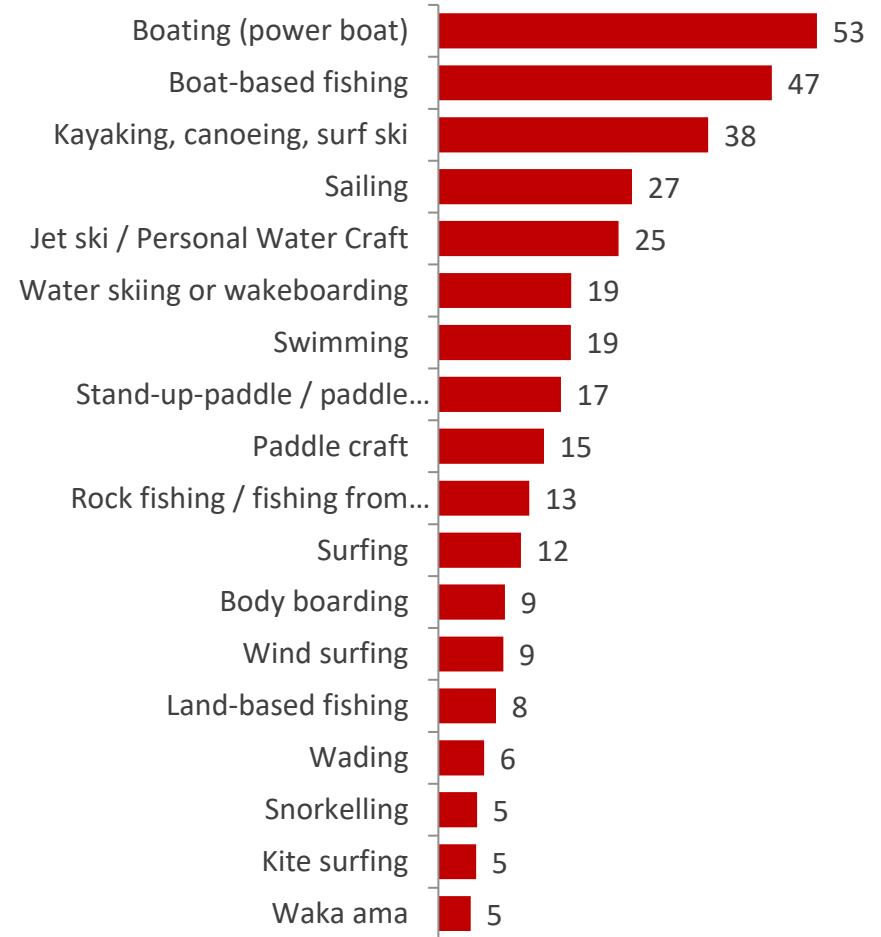


Base: Adults aged 16+ nationally (n=3050)

When use lifejackets



Base: Adults aged 16+ nationally (n=1049)

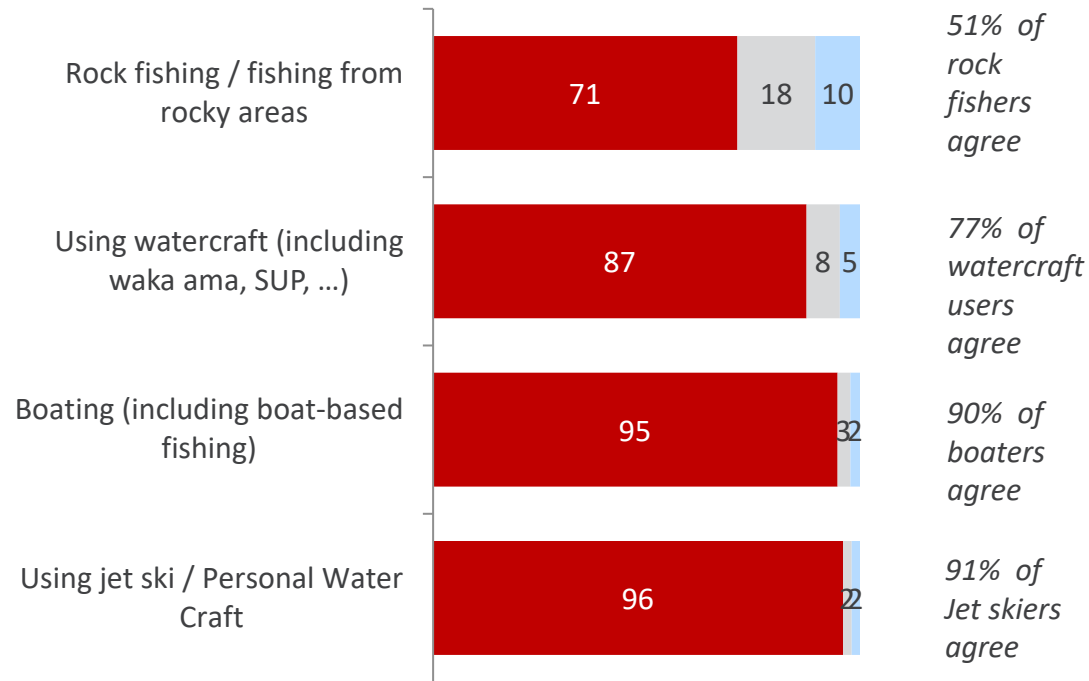
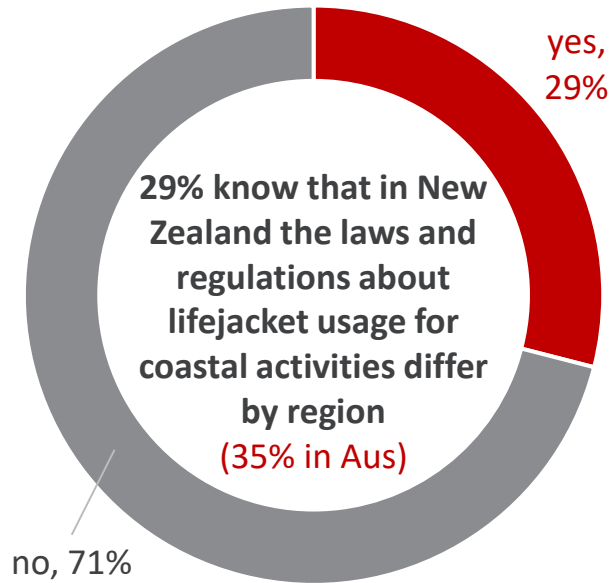


Base: Have lifejackets at home (n=216)

Lifejackets: rules and regulations

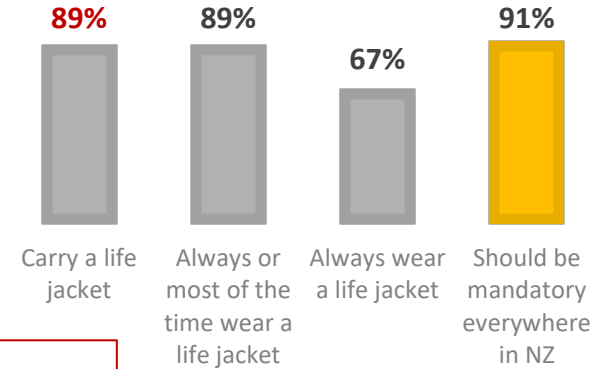
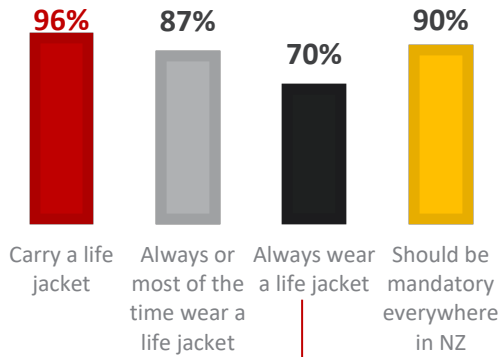
Agree or disagree that wearing a lifejacket should be mandatory everywhere in NZ when

■ Yes, agree ■ No, disagree ■ No opinion



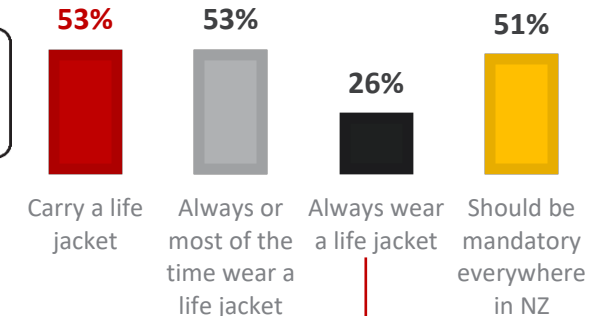
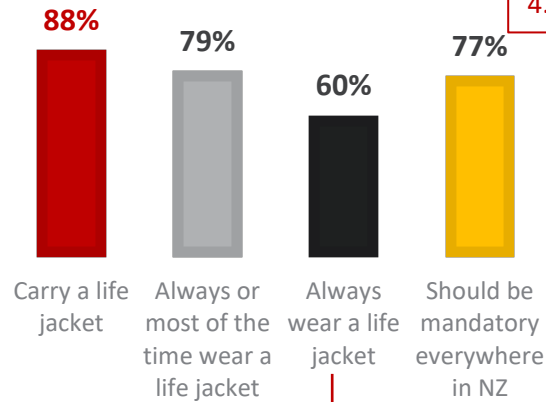
Base: Adults aged 16+ nationally (n=1049)

Life jackets: summary



Why 3 in 10 don't always wear it?

1. I have a big boat, always carry them on board
2. Don't think it necessary, don't need
3. Not comfortable, not convenient, annoying
4. I am experienced enough



Why 4 in 10 don't always wear it?

1. Close to the beach/shore, shallow water
2. Not comfortable, bulky, not convenient, annoying
3. Don't have it with me, forgot sometimes
4. Can swim, good swimmer

Why 3 in 4 don't always wear it?

1. No risk, safe where I do it
2. Don't think it necessary, don't need
3. Don't have one
4. Not comfortable, bulky, not convenient, annoying

Rescue: been rescued and/or have rescued someone

Overall amongst the 16+ population:

- 7% have ever been rescued when participating in coastal activities (5% in Aus)
 - 9% have ever rescued someone else when participating in coastal activities. (11% in Aus)
- > 1 in 3 rescuers are or were beach lifeguards or lifesavers (vs. 6% in the total 16+ population)

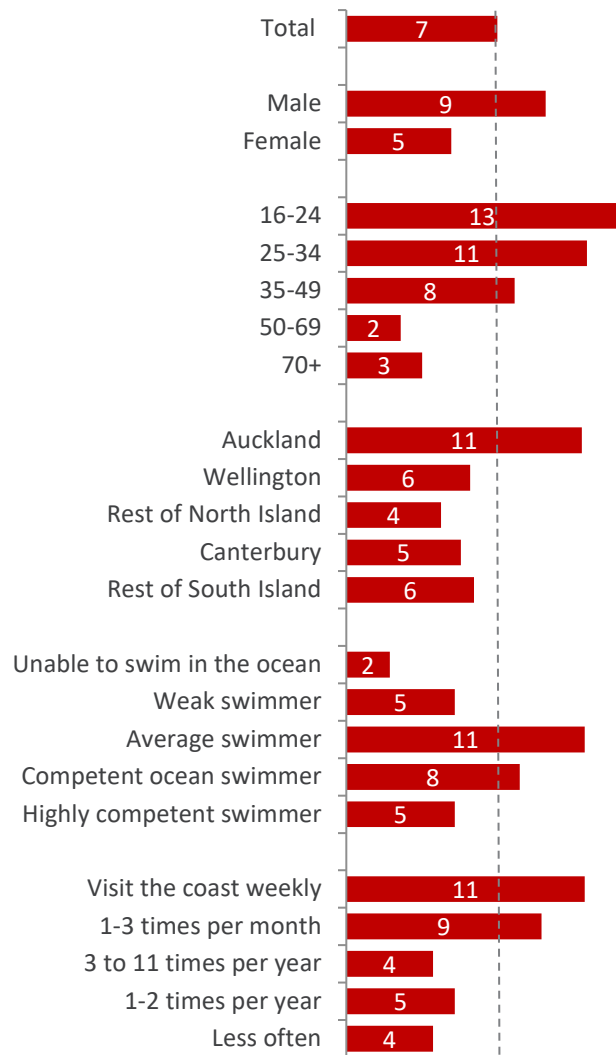


	% who have ever been rescued when participating in ...	% who have rescued someone else when participating in ...
Surfing	18	21
Jet ski	17	19
Other watercraft	14	11
Boating	9	14
Swimming or wading	8	14
Rock fishing	3	6
Snorkelling	6	6

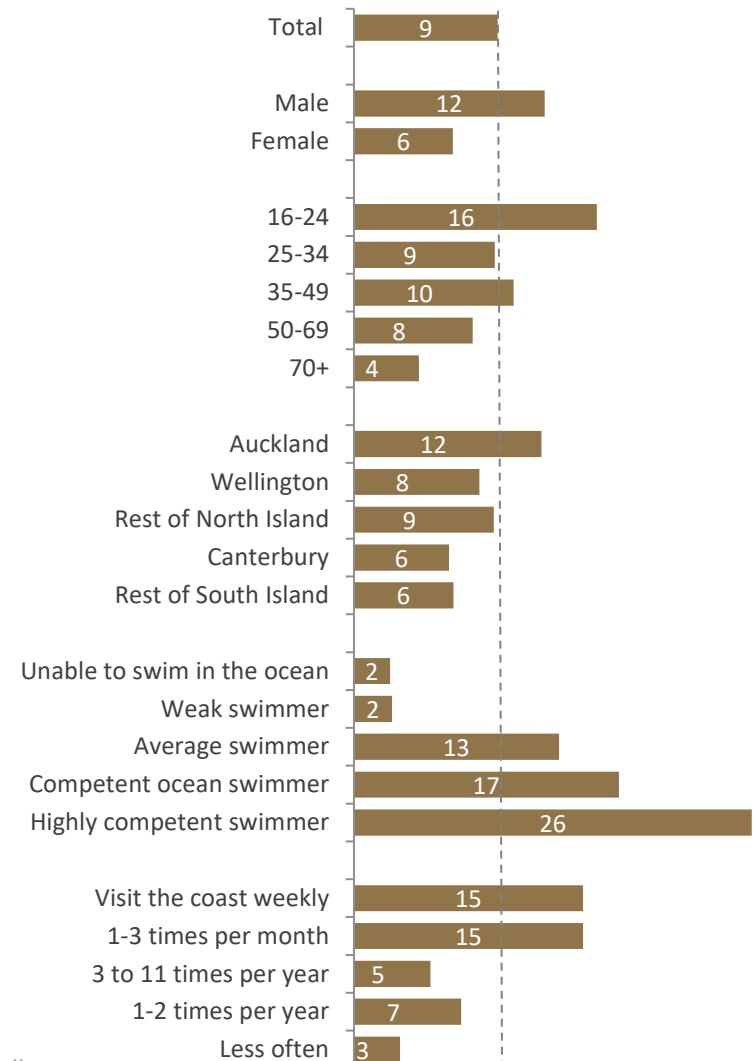
Base: Swimming (n=520), Surfing (n=65), Watercraft (n=70), Rock fishing (n=64), Land-based fishing (n=107), Boating (n=167), snorkelling (n= 63), Scuba diving (n=13), Jet ski (n=37)

Profile of those who have been rescued / have rescued someone

7% have been rescued



9% have rescued someone else



Base: Adults aged 16+ nationally

7% have been rescued: where, when and how?

where

Beach (less than 500 m from shore)	26
Rocky coast (eg shore platform, cliffs, rocky headland, reef)	19
Open ocean (more than 500m from shore)	22
Jetty / pier / marina	2
River mouth / estuary	10
Somewhere else	15
Can't say, can't remember	5
12am - 4am	7
4am - 8 am	12
8am - 12pm	19
12pm - 4pm	39
4pm - 8pm	12
8pm - 12am	3
Can't say, can't remember	8
By someone I knew	27
By a lifeguard	42
By someone else, a stranger	28
Can't say, can't remember	3

260K have
been
rescued,

lifeguard

Yes, lifeguards were present	33
No, but lifeguards were patrolling less than 1km away	11
No, but lifeguards were patrolling 1-5km away	20
No, but lifeguards were patrolling more than 5km away	8
No lifeguards / it was outside patrol hours	20
Can't say, can't remember	8
A tube	18
An angel ring / a life buoy	17
A lifejacket	14
A board	11
Another flotation device or a watercraft	8
None	26
Can't say, can't remember	5

how

Base: have ever been rescued (n=73)

when

by

9% have ever rescued someone else : where, when and how?

**w
h
e
r
e**

Beach (less than 500 m from shore)	54
Open ocean (more than 500m from shore)	21
Rocky coast (eg shore platform, cliffs, rocky headland, reef)	9
River mouth / estuary	4
Jetty / pier / marina	1
Somewhere else	7
Can't say, can't remember	4

**w
h
e
n**

12am - 4am	3
4am - 8 am	4
8am - 12pm	22
12pm - 4pm	45
4pm - 8pm	11
8pm - 12am	2
Can't say, can't remember	13

**w
h
o**

Rescued someone I knew	41
Rescued someone else, a stranger	52
Can't say	7

**350K
rescuers**

**1 in 3
rescuers
are or were
lifeguards**

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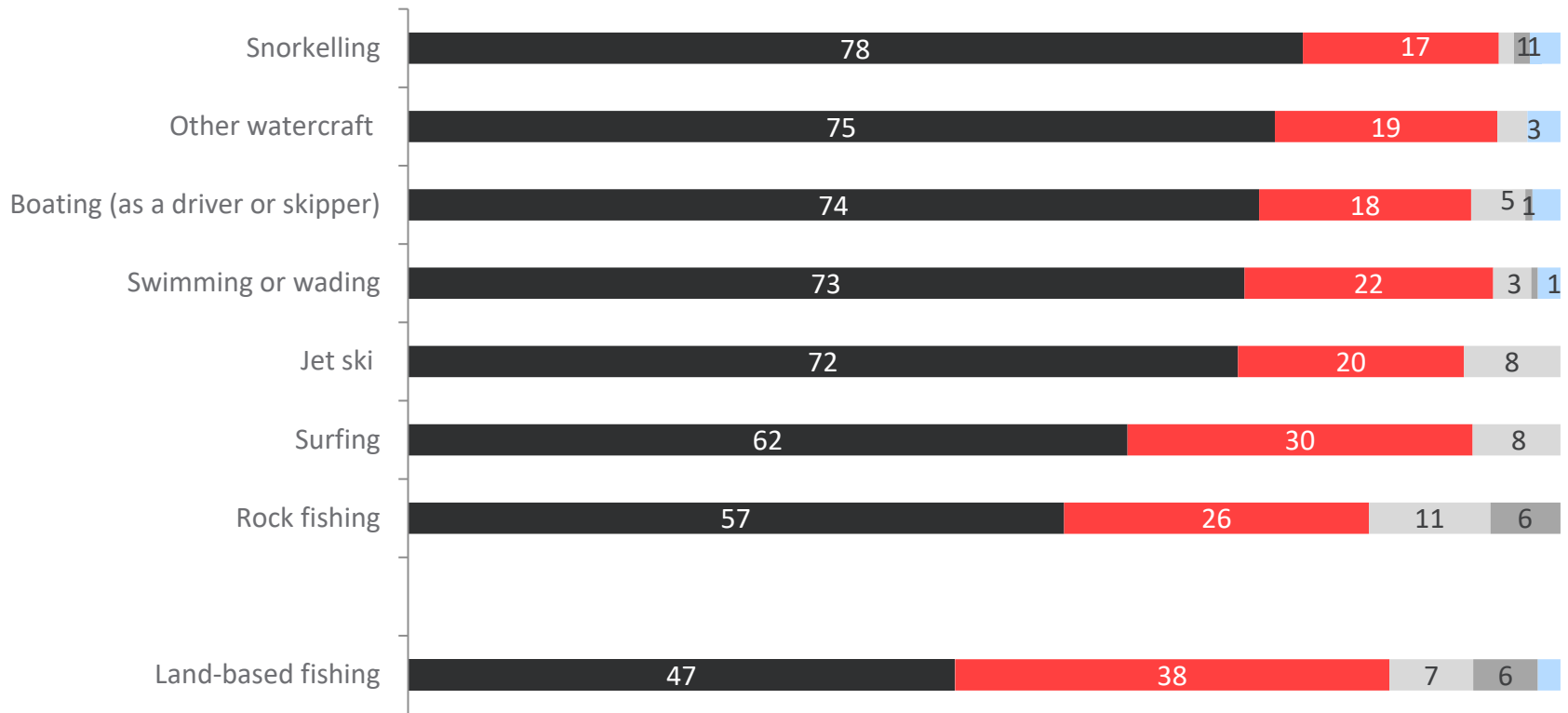
Yes, lifeguards were present	23
No, but lifeguards were patrolling less than 1km away	11
No, but lifeguards were patrolling 1-5km away	15
No, but lifeguards were patrolling more than 5km away	14
No lifeguards / it was outside patrol hours	31
Can't say, can't remember	7
A lifejacket	16
A tube	11
A board	10
An angel ring / a life buoy	9
Another flotation device or a watercraft	6
None	46
Can't say, can't remember	3

Base: have ever rescued someone else (n=100)

Coastal activities and alcohol

How many standard alcoholic drinks do you think are reasonable to consume before undertaking the following activities?

■ None / 0 alcoholic drink
 ■ 1 or 2 std alcoholic drinks
 ■ 3 or 4 std alcoholic drinks
 ■ 5 or more std alcoholic drinks
 ■ Can't say

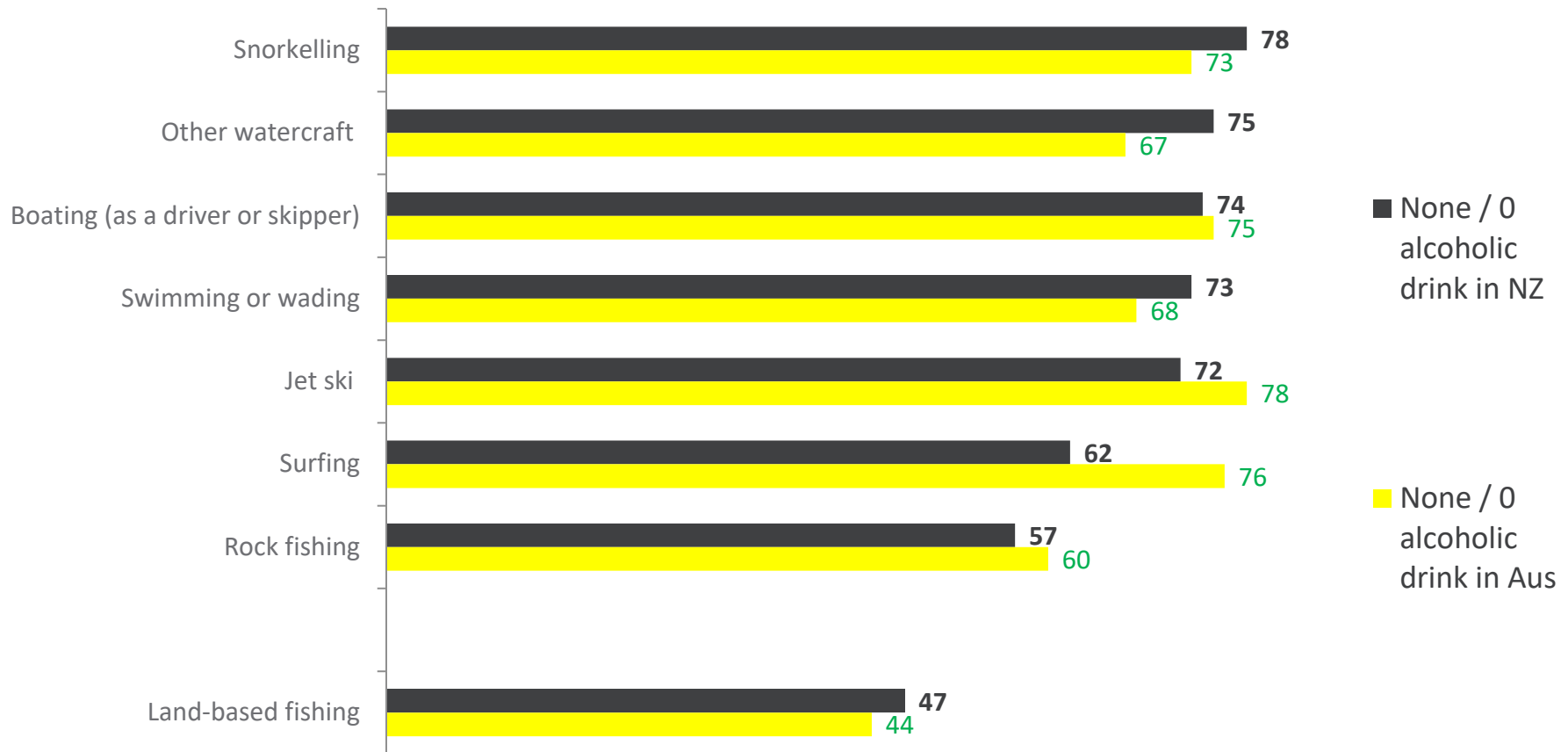


Base: Swimming (n=520), Surfing (n=65), Watercraft (n=70), Rock fishing (n=64), Land-based fishing (n=107), Boating (n=167), snorkelling (n= 63), Jet ski (n=37)

Coastal activities and alcohol

How many standard alcoholic drinks do you think are reasonable to consume before undertaking the following activities?

→ % who answered “no alcoholic drink”



Base: Adults aged 16+ nationally participating in each activity

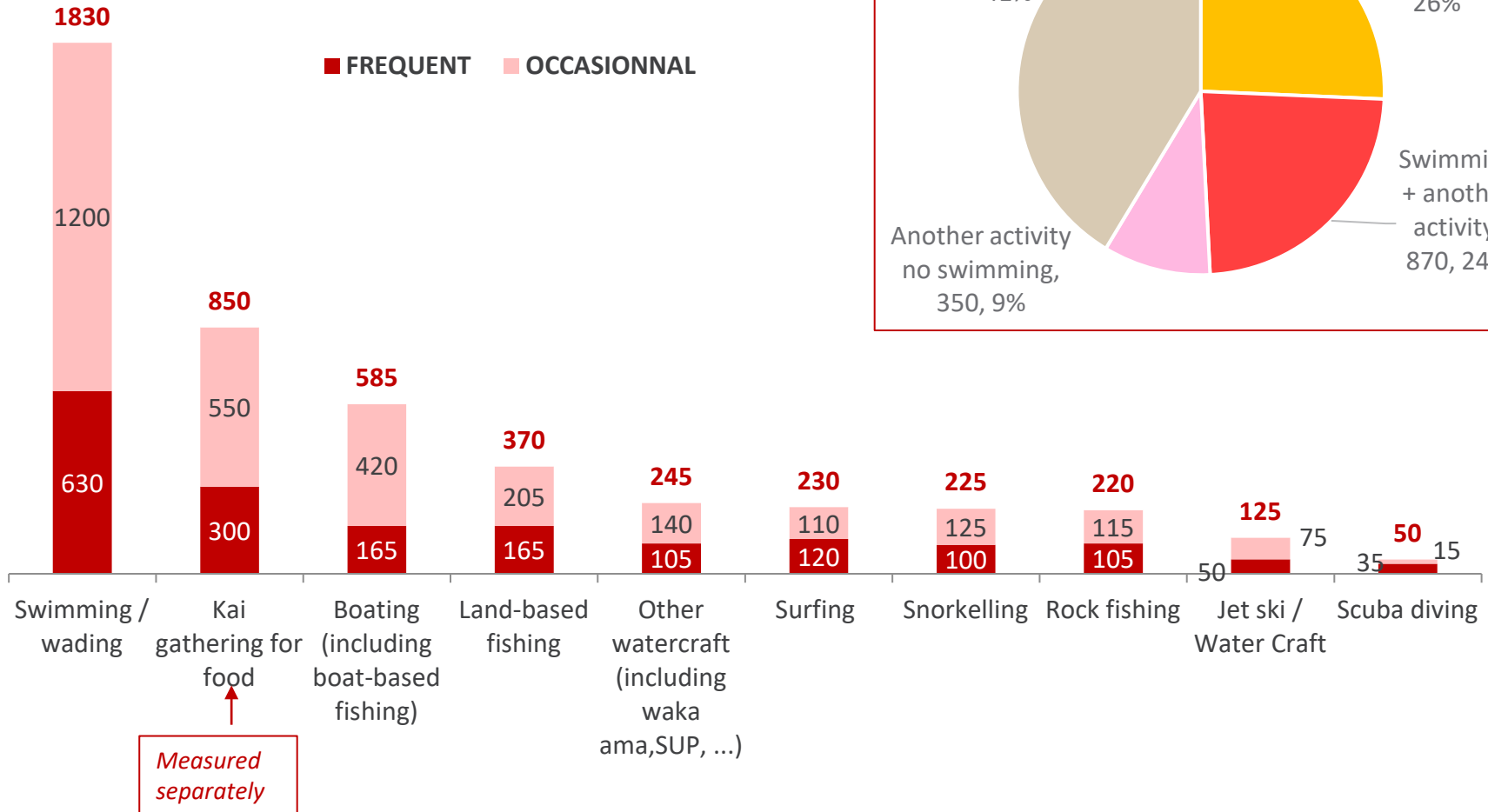
National Coastal and Water Safety Survey 2021

Part 3: Focus on coastal activities



Participation in coastal activities in 2020/21

In thousands



Base: Adults aged 16+ nationally

3.1 Swimming & wading



Swimming and wading

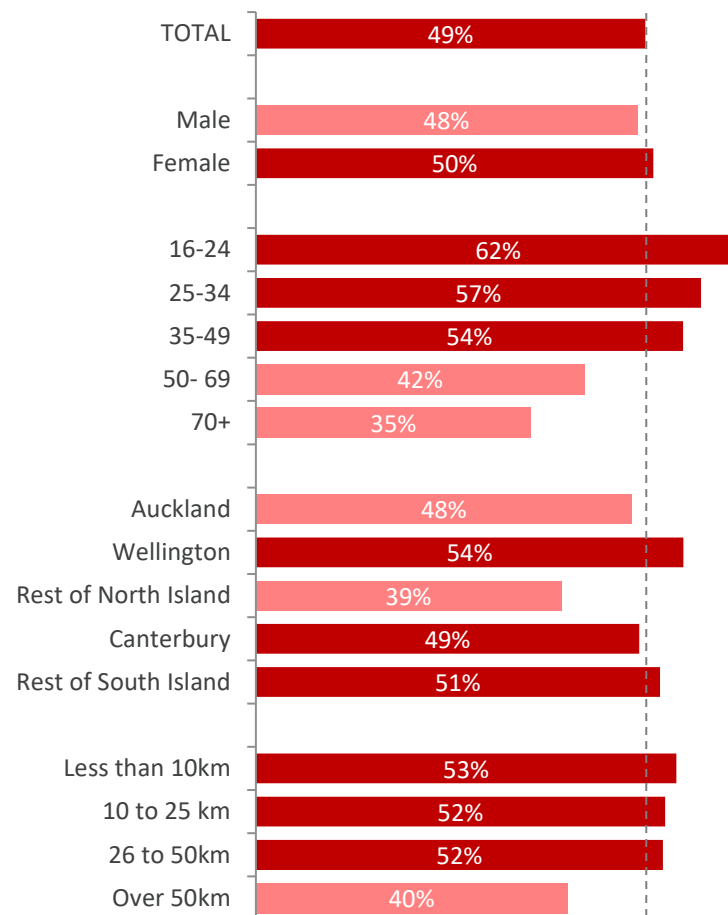
Key metrics:

- Number of swimmers – 1.8 million
- Number of frequent swimmers (at least once a month) – 0.6 million

Experience/expertise (in 2021):	In %
Beginner	20%
Intermediate	59%
Advanced	21%

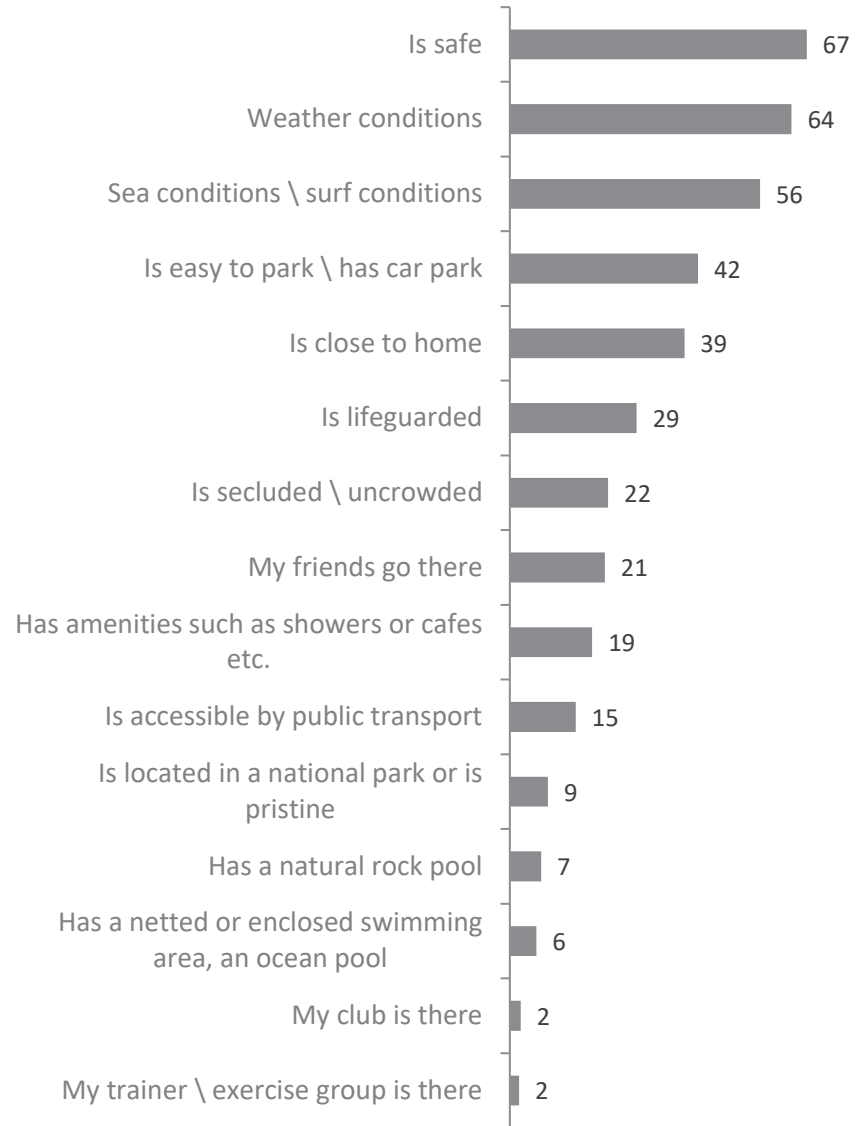
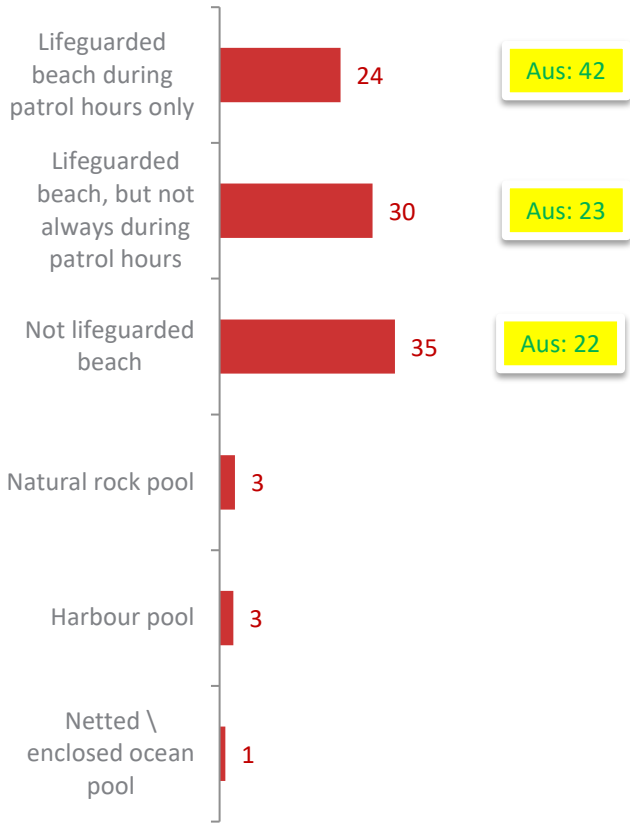
48% of swimmers feel experienced enough to take some risks:

Profile of ocean swimmers



Base: Adults aged 16+ nationally

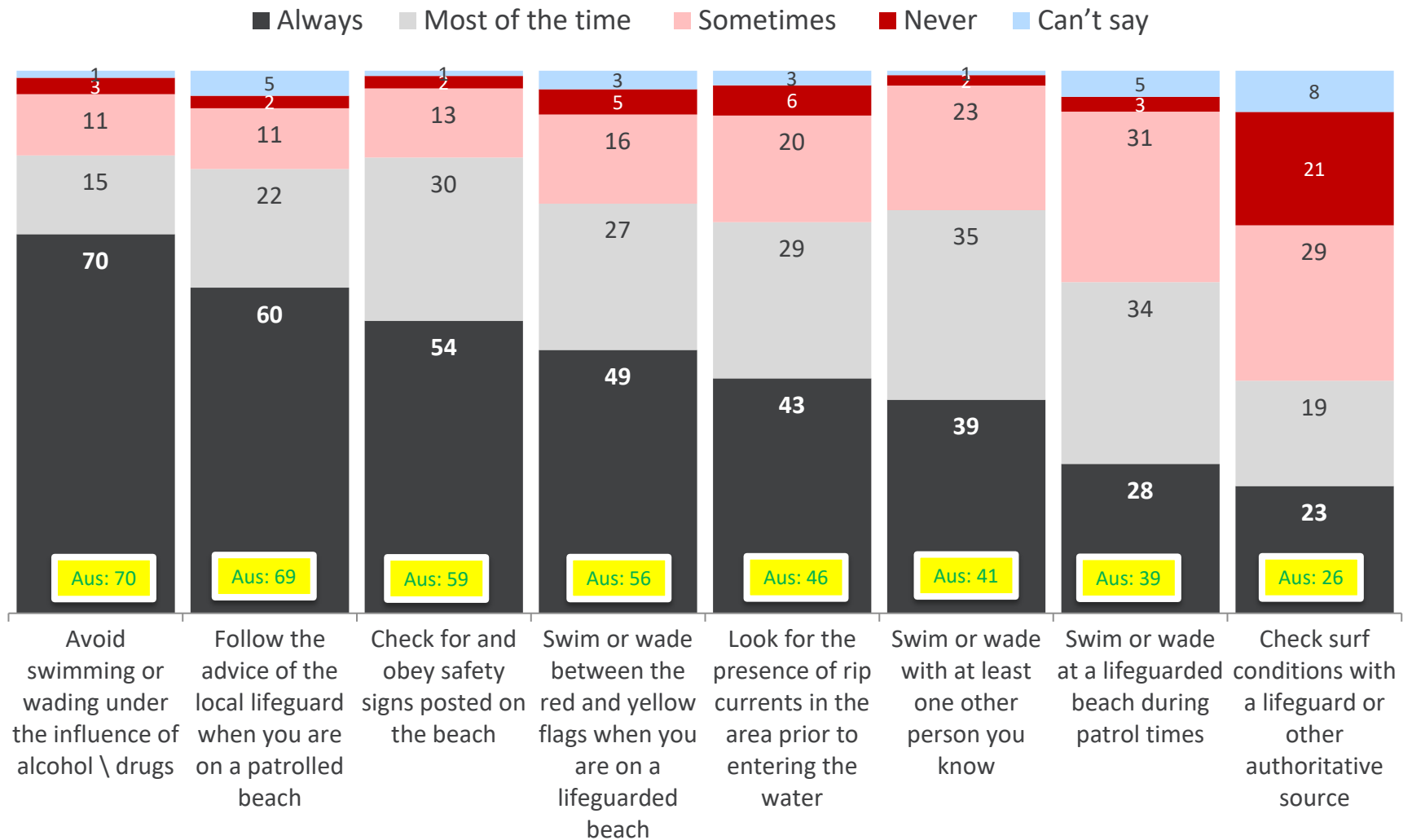
Swimming: where they usually go and how they choose a location



Same top 5 but Patrolled is at 38

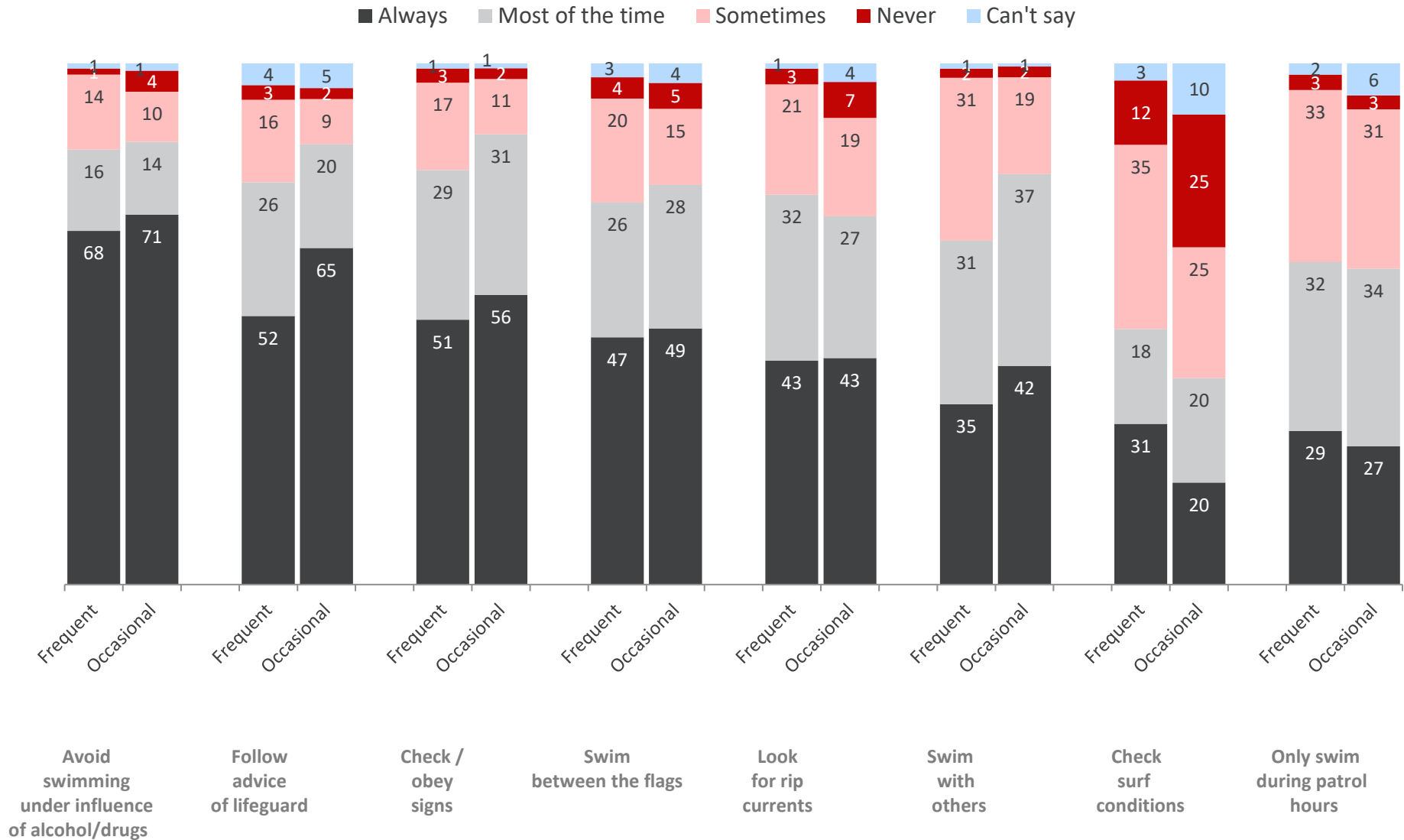
Base: Adults who participate in swimming (n=516)

Swimming or wading: safety practises



Base: Adults who participate in swimming (n=516)

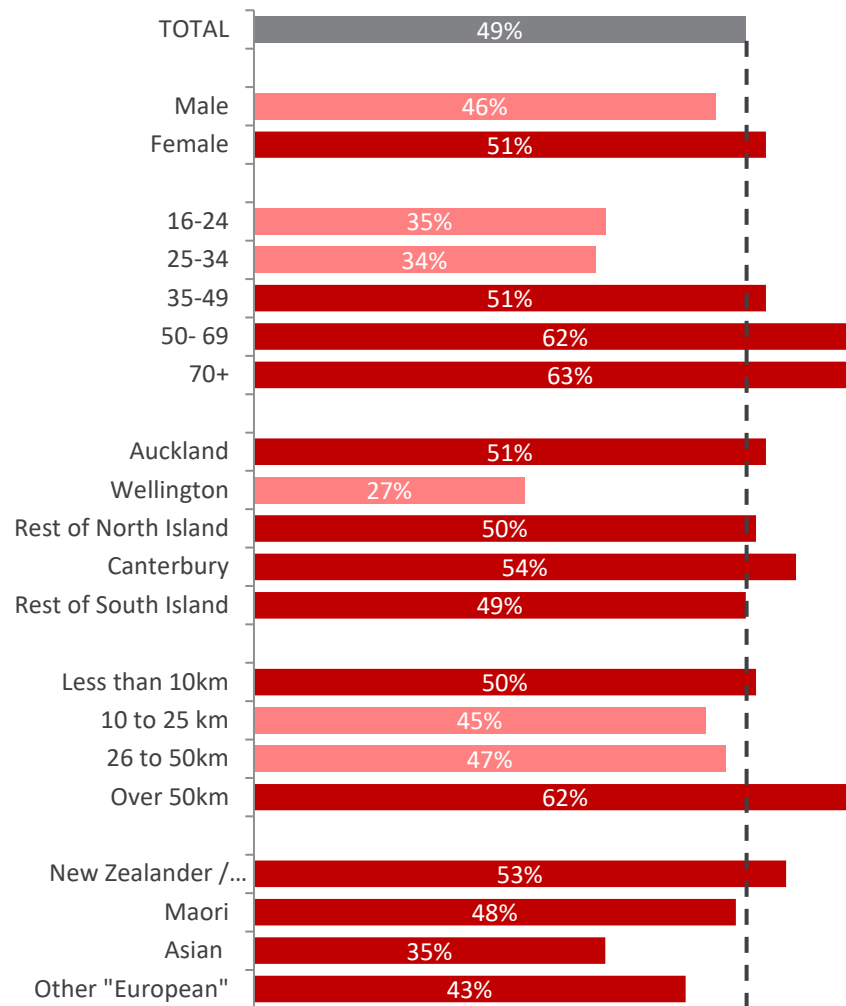
Safety practises among frequent vs. occasional swimmers



Base: Adults who participate in swimming or wading (Frequent n=181, Occasional n=335)

Profiling the 49% who always swim between the flags

Proportion of swimmers/waders who *always* swim between the flags



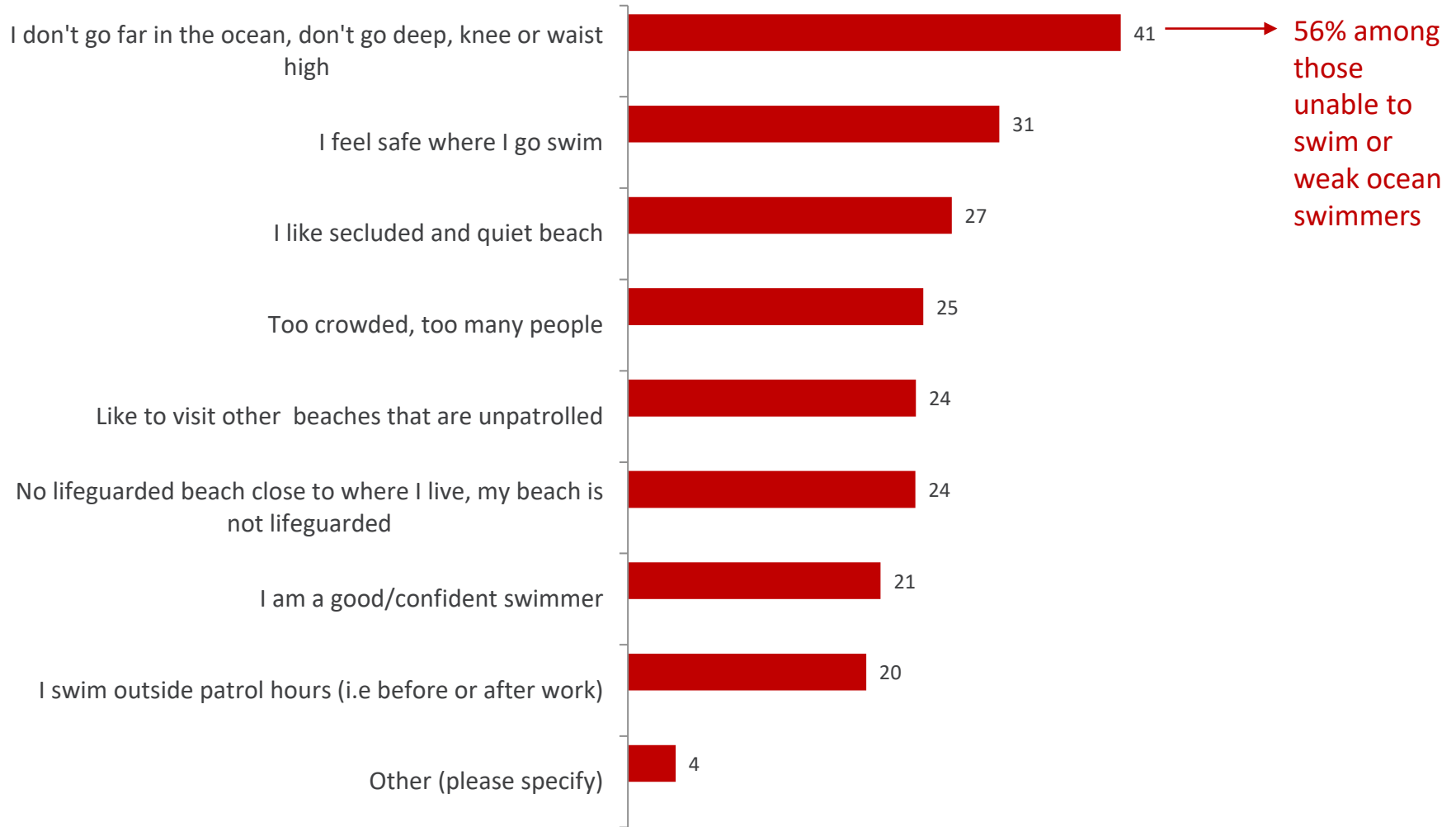
Base: Adults who participate in swimming

Why half swimmers do not always look for the presence of rip currents in the area prior to entering the water?



Base: Swimmers do not always look for the presence of rip currents in the area prior to entering the water (n=278)

Why 7 in 10 swimmers do not always swim or wade at a lifeguarded beach during patrol times?



Base: Swimmers who do not always swim or wade at a lifeguarded beach during patrol times (n= 349)

3.2 Surfing (incl. surfboards and body boards)



Surfing: Who and how often?

Key metrics:

Number of surfers – 230K

Number of frequent surfers (at least once a month) – 120K

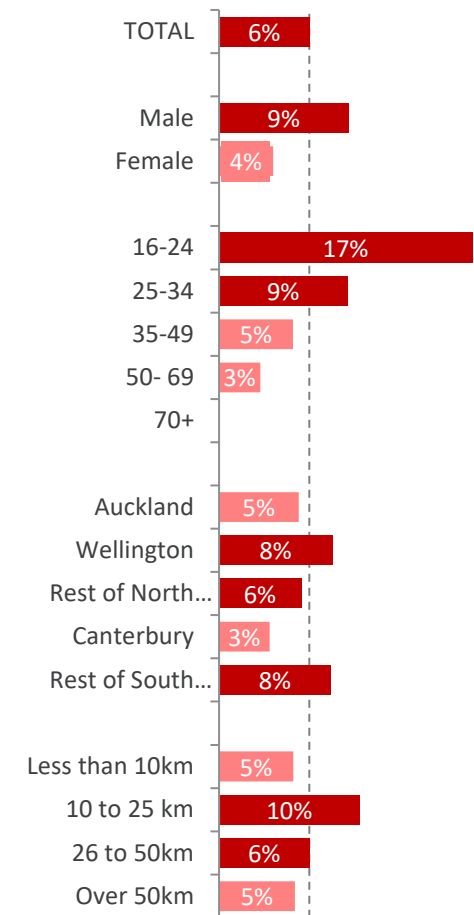
Experience/expertise (in 2021):

In %

Beginner	22%
Intermediate	52%
Advanced	16%

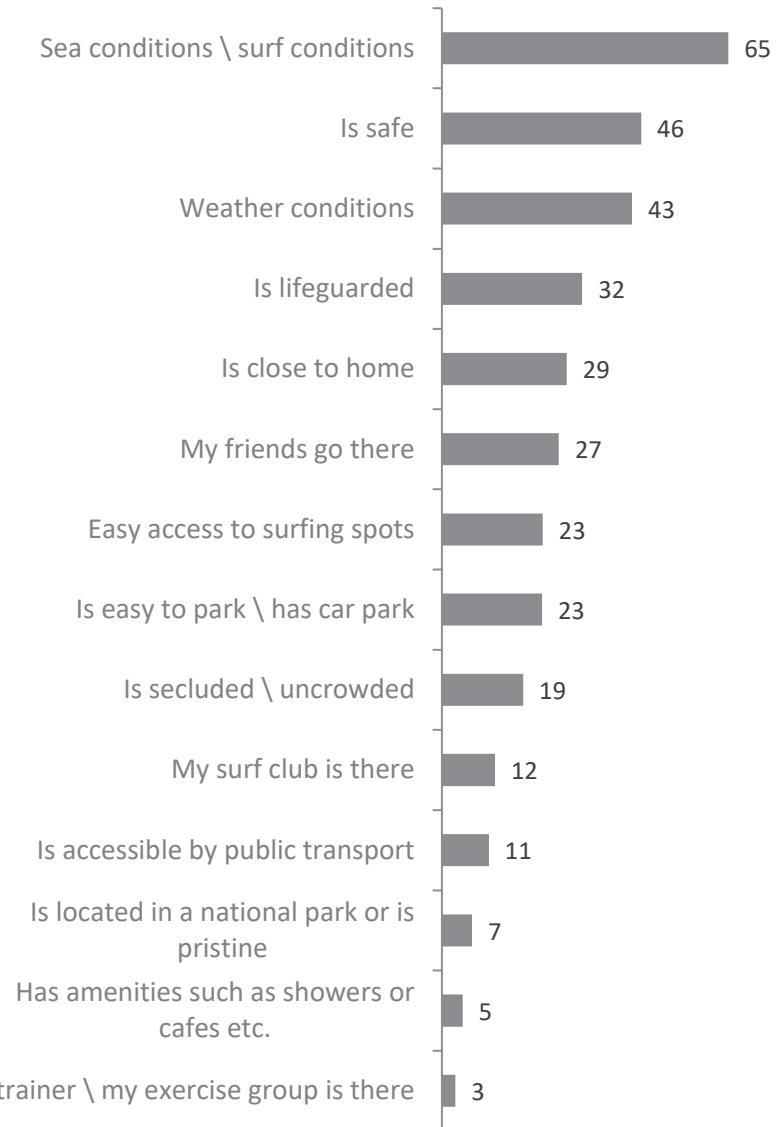
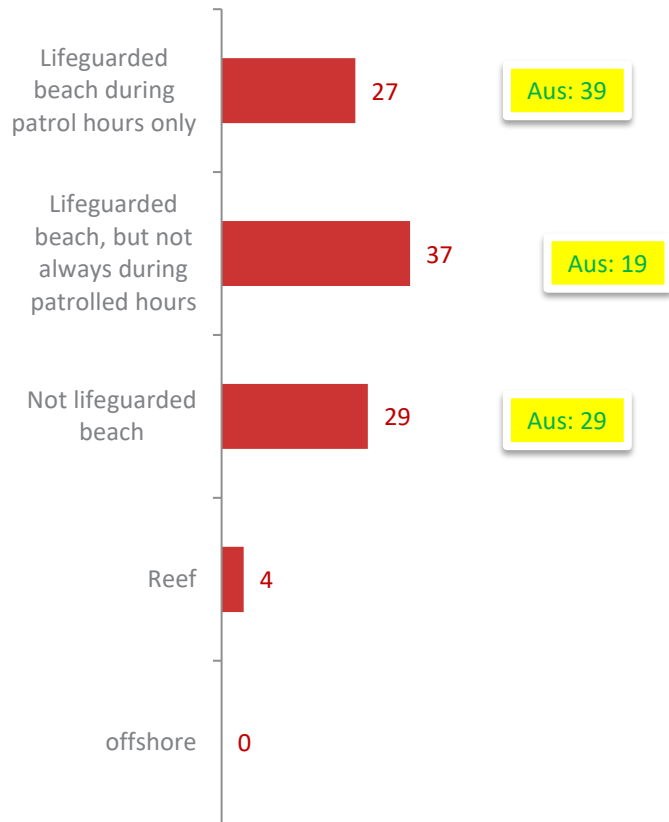
50% of surfers feel experienced enough to take some risks

Profile of surfers



Base: Adults aged 16+ nationally

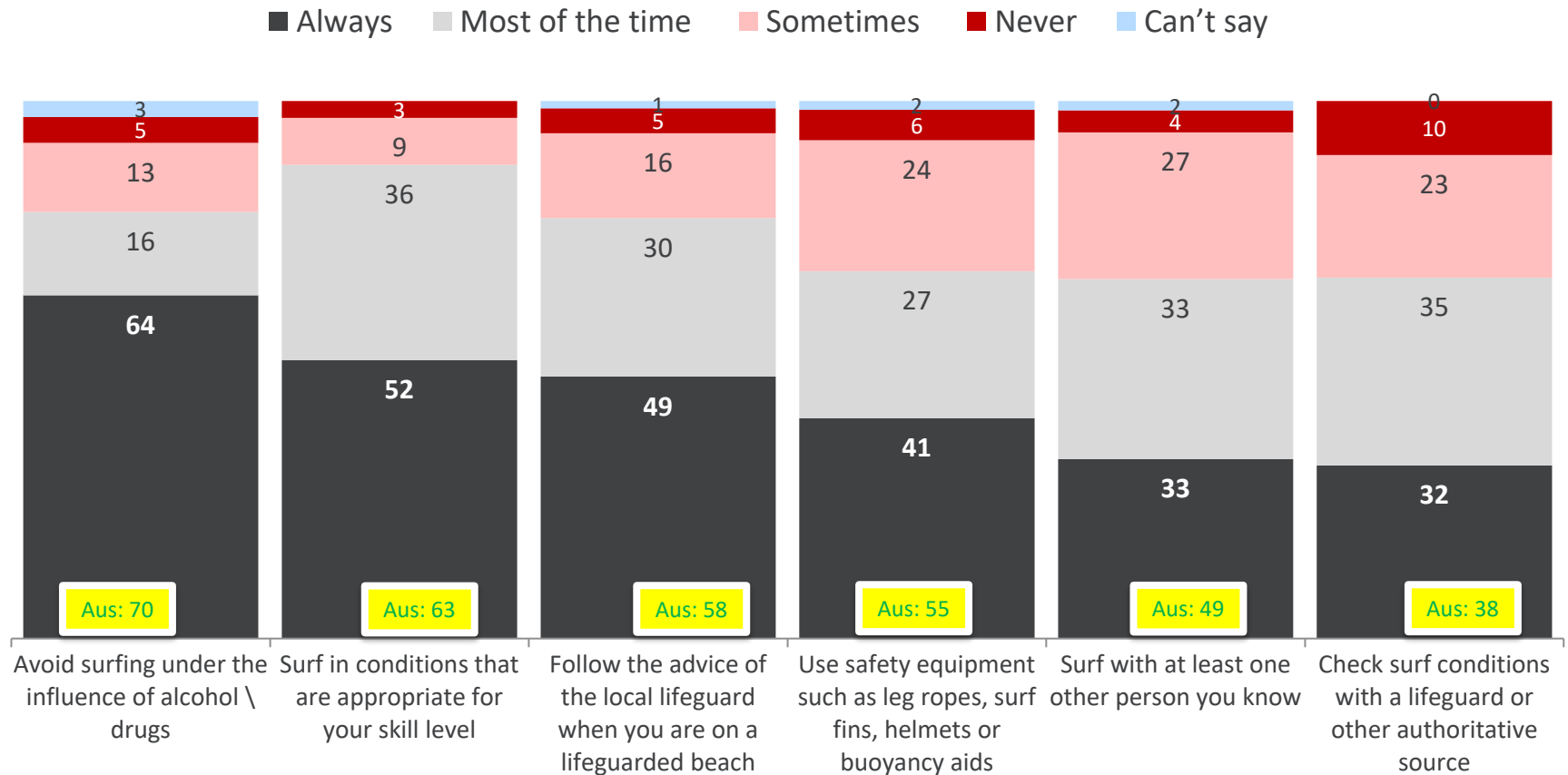
Surfing: where they usually go and how they choose a location



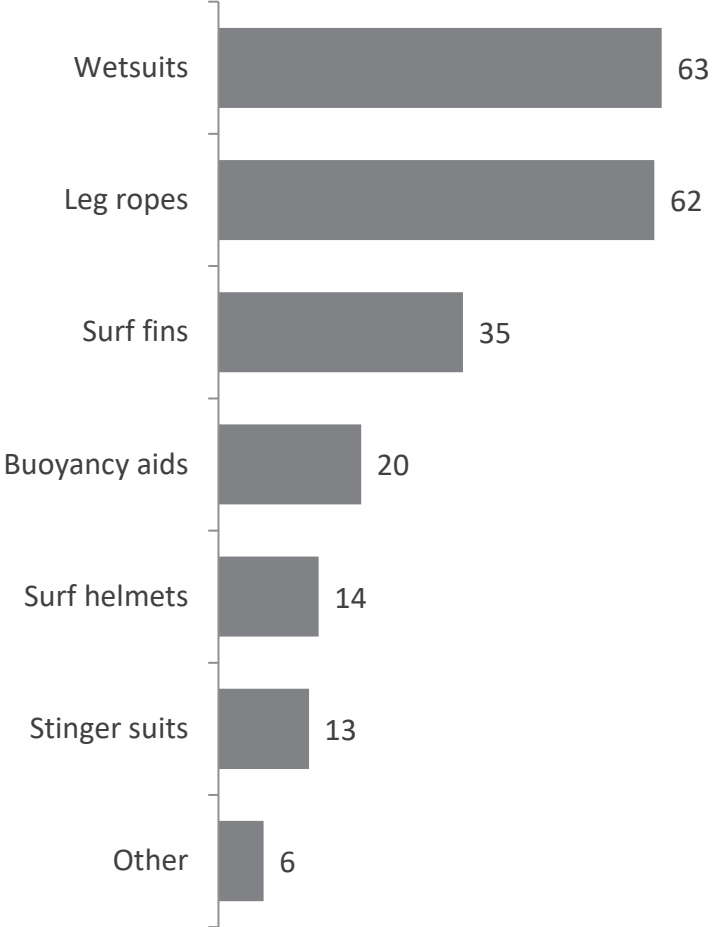
Same top 3
and
Patrolled is
at 30

Base: Adults who participate in surfing (n=64)

Surfing: safety practises



Base: Adults who participate in swimming (n=64)



Base: Use safety equipment (n=59)

3.3 Other Watercraft



Key metrics:

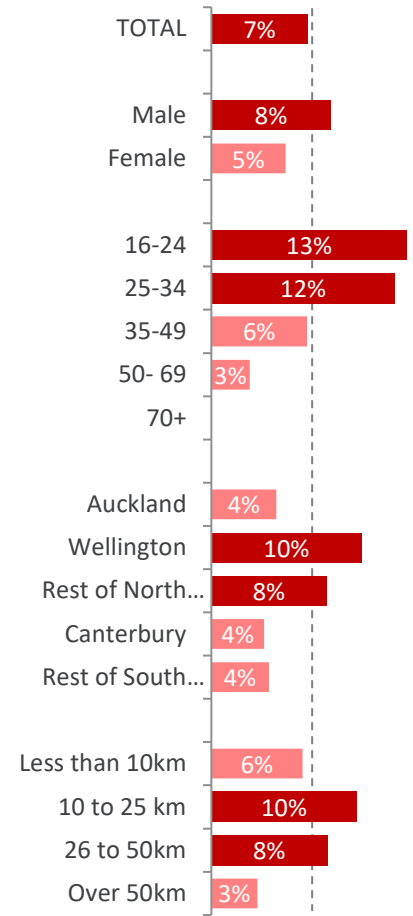
- Number of watercraft users – 250K
- Number of frequent watercraft users (at least once a month) – 100K

Experience/expertise (in 2021):	In %
Beginner	40%
Intermediate	48%
Advanced	12%

50% of watercraft users feel experienced enough to take some risks:

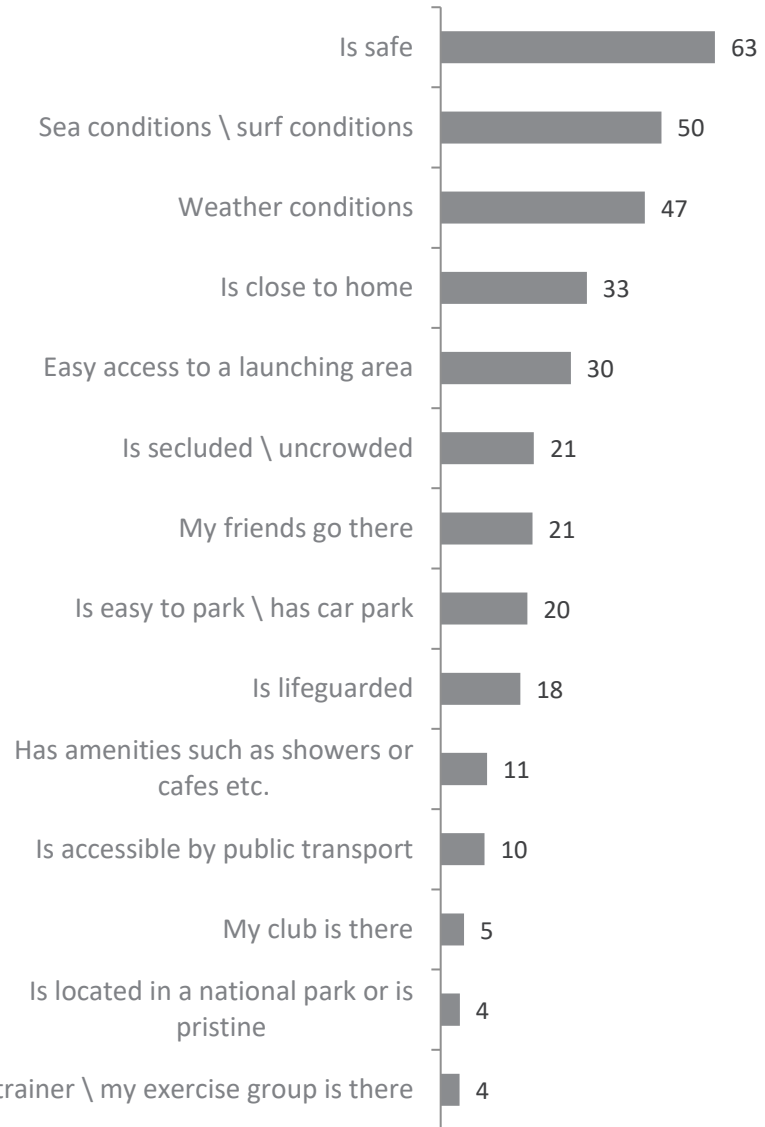
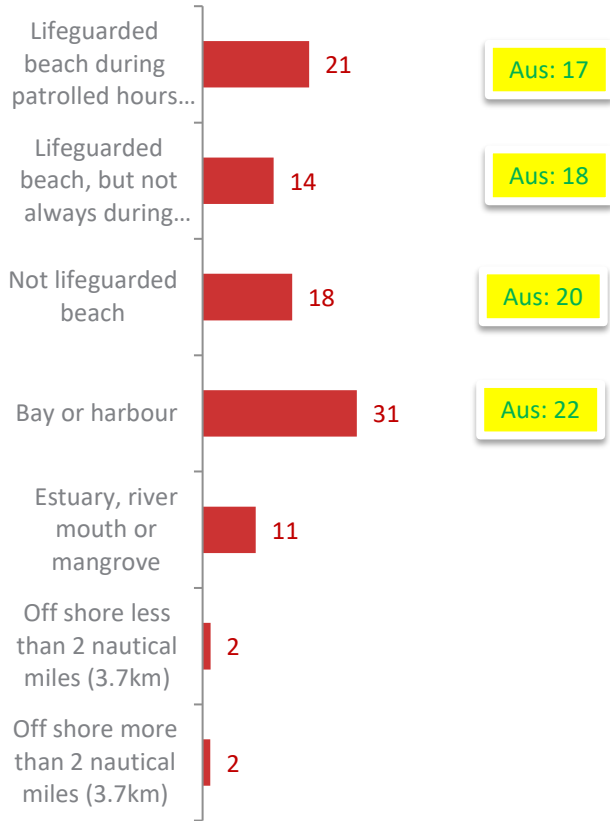
Type of watercraft they use	
Kayak	67%
Stand-up paddleboard	38%
Surf Ski	13%
Outrigger, canoe or waka ama	10%
Surfboat	7%
Kiteboard	6%
Wind surfer	9%
Foil board/ foiling	6%
Other	2%

Profile of watercraft users



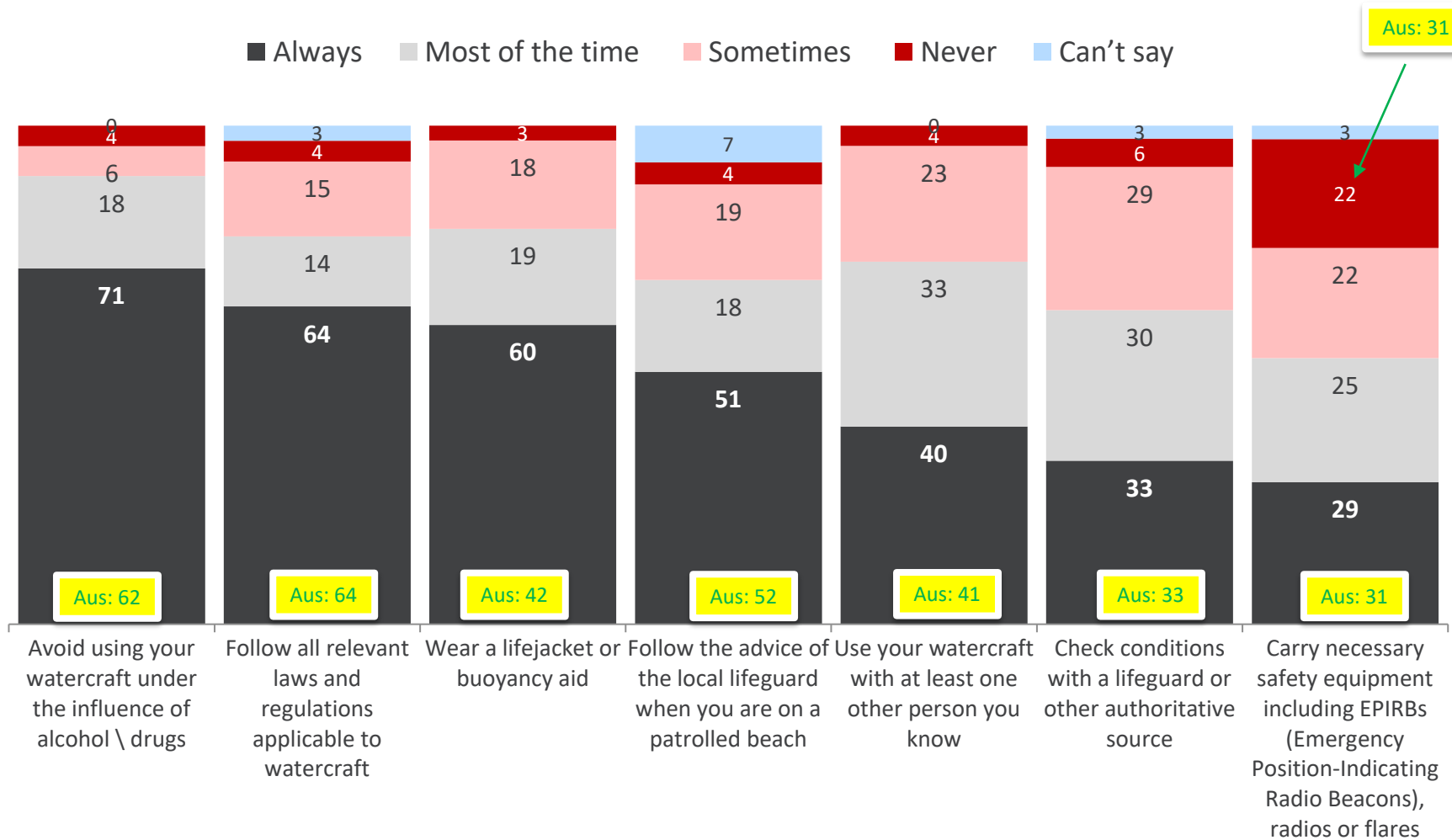
Base: Adults aged 16+ nationally

Other watercraft: where they usually go /how they choose a location



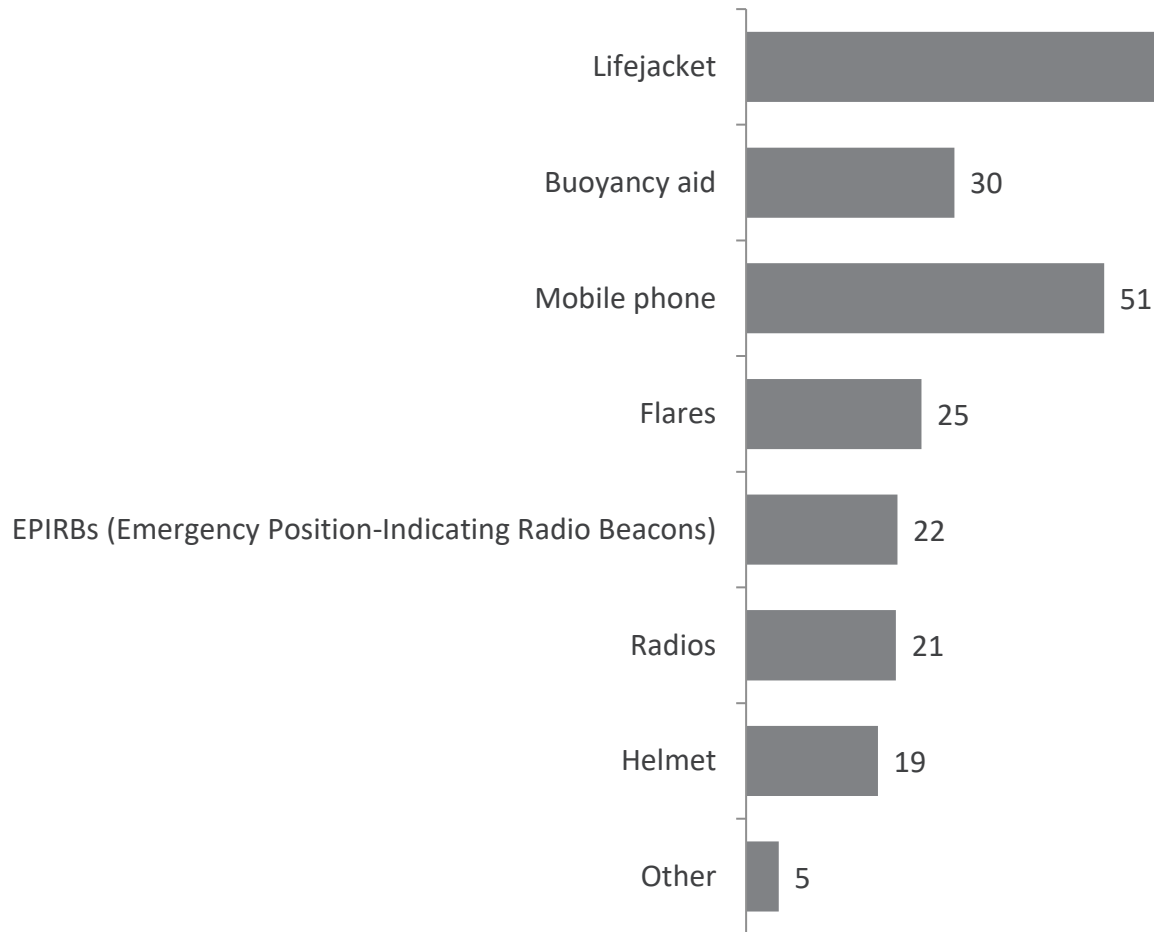
Base: Adults who participate in other watercraft (n=70)

Other watercraft: safety practises



Base: Adults who participate in other watercraft (n=70)

Watercraft: safety equipment use



88% carry or use a lifejacket or a buoyancy aid and 60% wear it all the times (with same % for kayak and SUP)

In Australia 78% carry or use a lifejacket or a buoyancy aid but only 42% wear it all the times (53% wear it always when using kayaks vs 33% when using SUP)

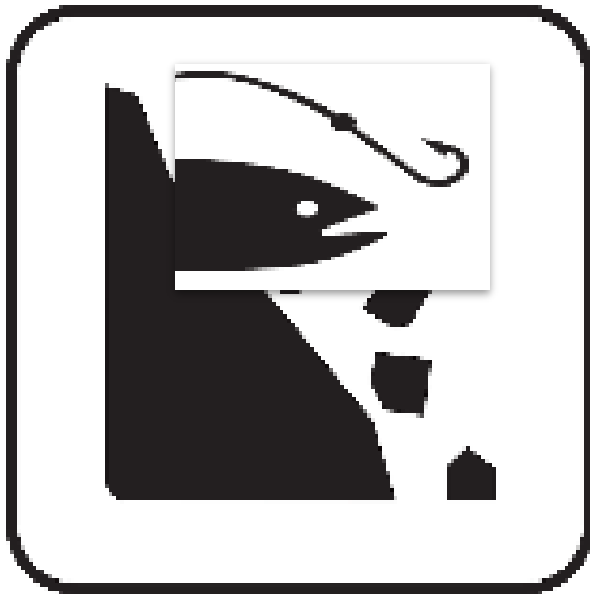
Base: Use safety equipment (n=69)

Why 4 in 10 watercraft users do not always wear a lifejacket?



Base: watercraft users who do not always wear a lifejacket (n=28)

3.4 Rock fishing and Land Based Fishing



Fishing:

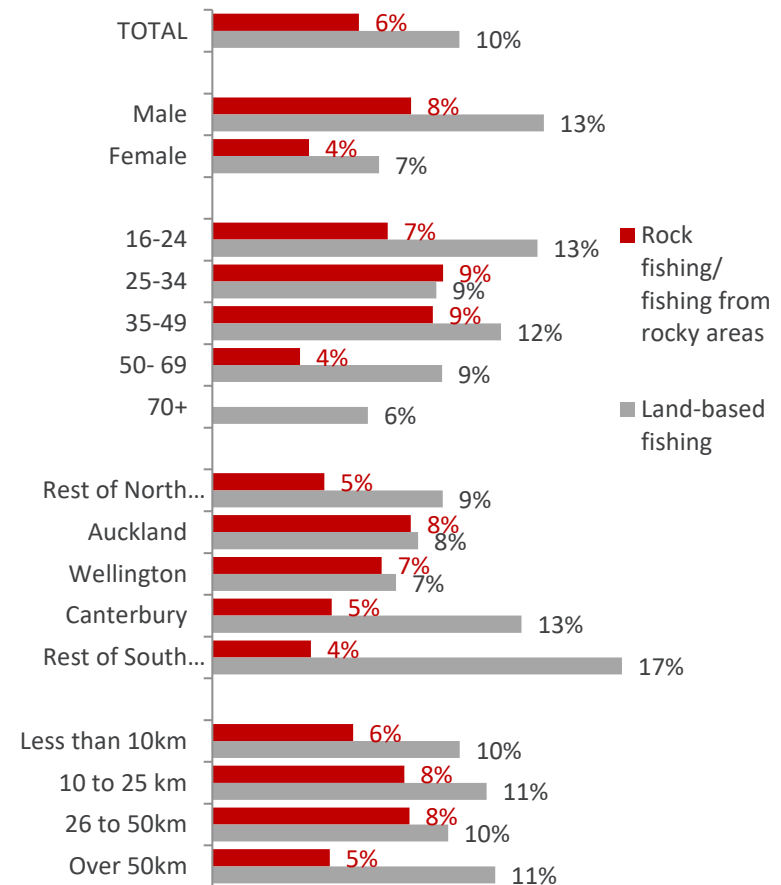
Key metrics:

- Number of Rock fishers – 0.2 million
- Number of Land based fishers – 0.4 million
- Number of frequent Rock fishers (at least once a month) – 100K
- Number of frequent Land based fishers (at least once a month) – 160K

Experience/expertise (in 2021):	Rock Fishing	Land-based fishing
Beginner	27%	24%
Intermediate	47%	56%
Advanced	26%	20%

42% of rock fishers feel experienced enough to take some risks:

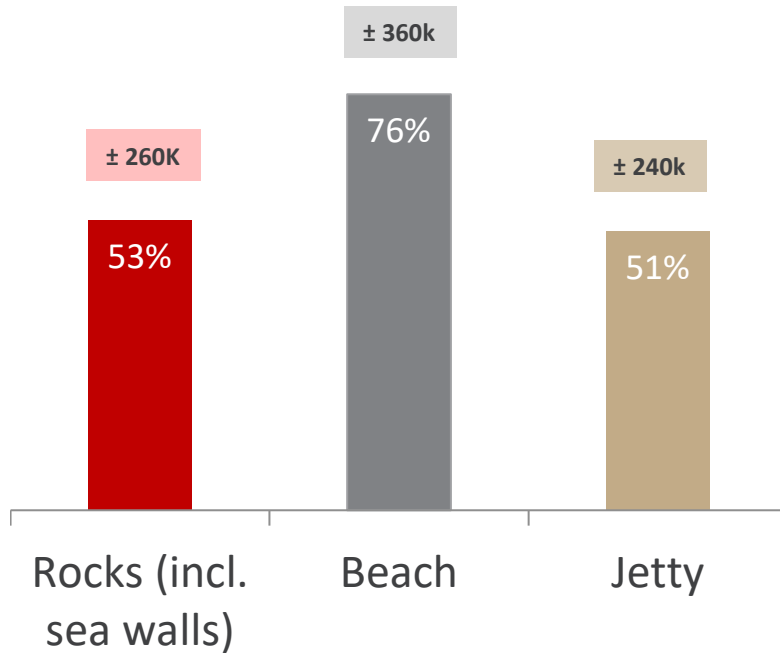
Profile of Rock and land-based fishers



Base: Adults aged 16+ nationally

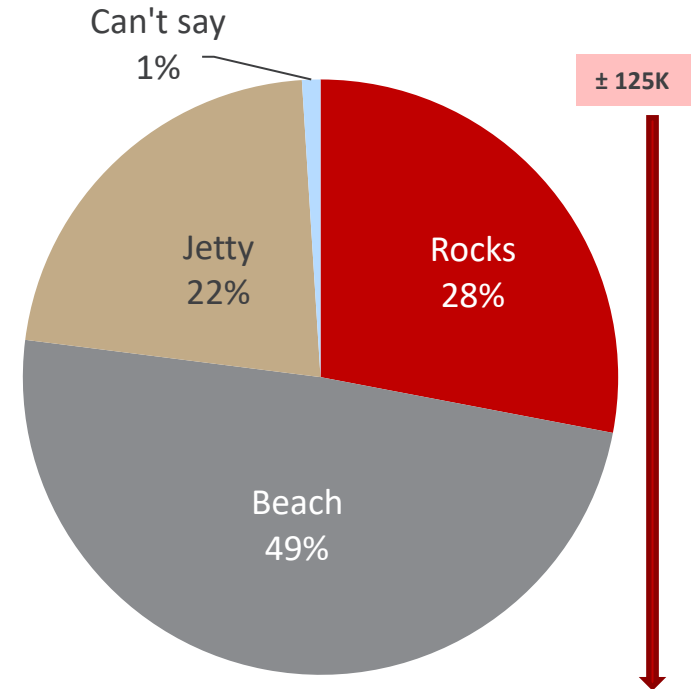
Fishing: where do they go?

Where do they go fishing?



Go fishing on the Rocks is estimated at 260K however total participation in Rock Fishing is slightly lower 220K

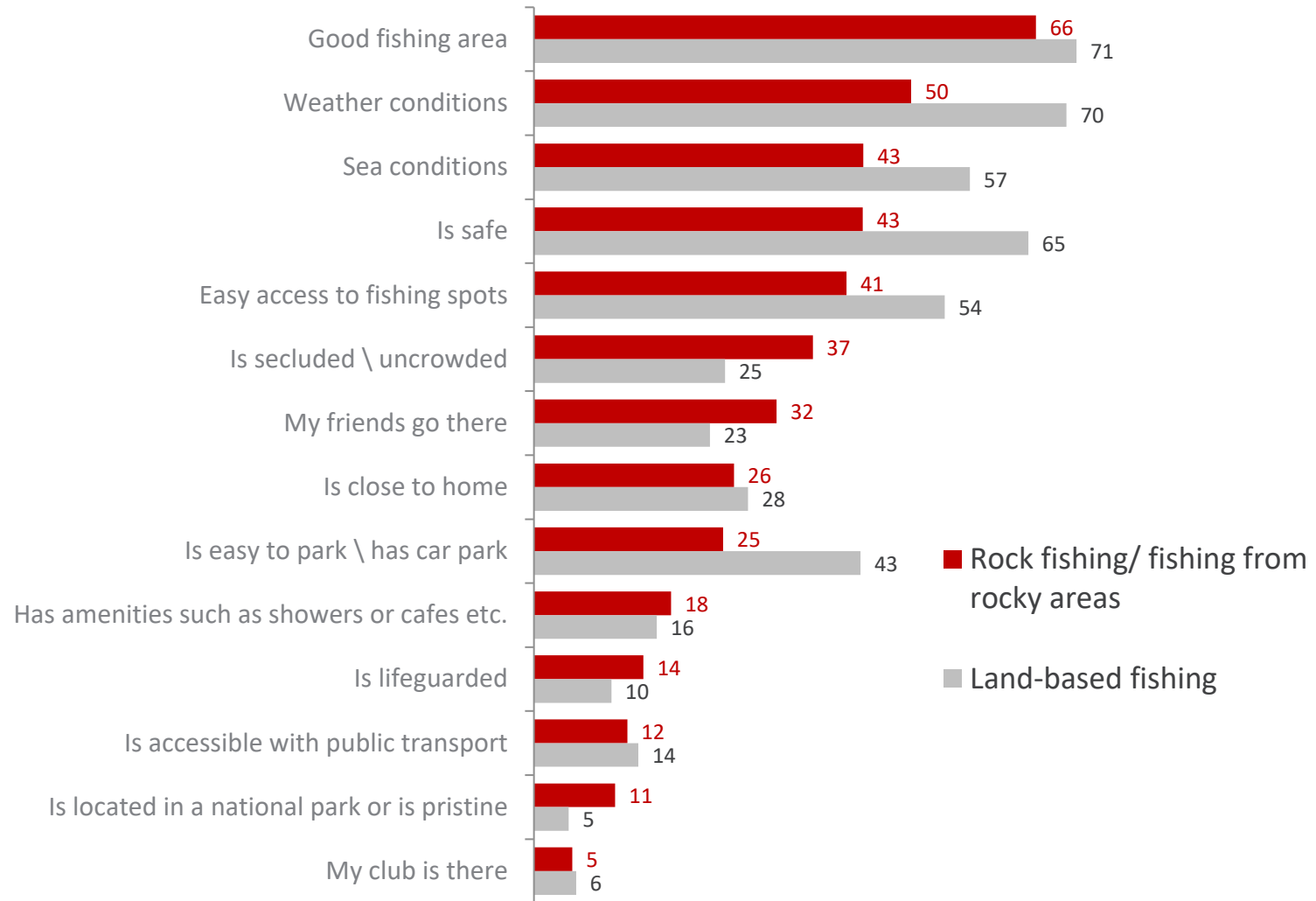
Where do they usually go fishing ?



105K usually go fishing on the Rocks (and this is quite consistent with the number of frequent rock fishers)

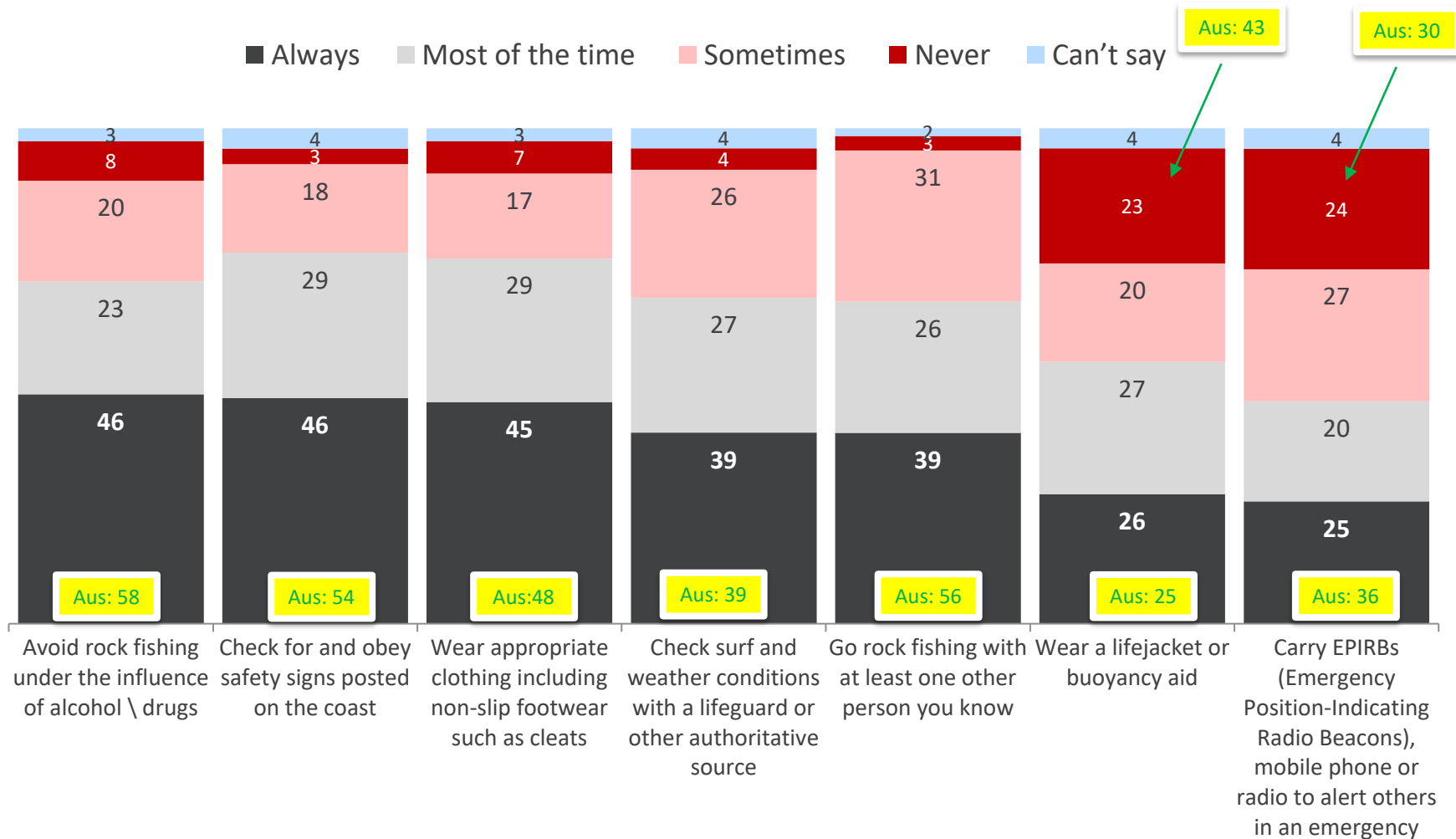
Base: Adults aged 16+ who participate in fishing (n=139)

Fishing: how they choose a location



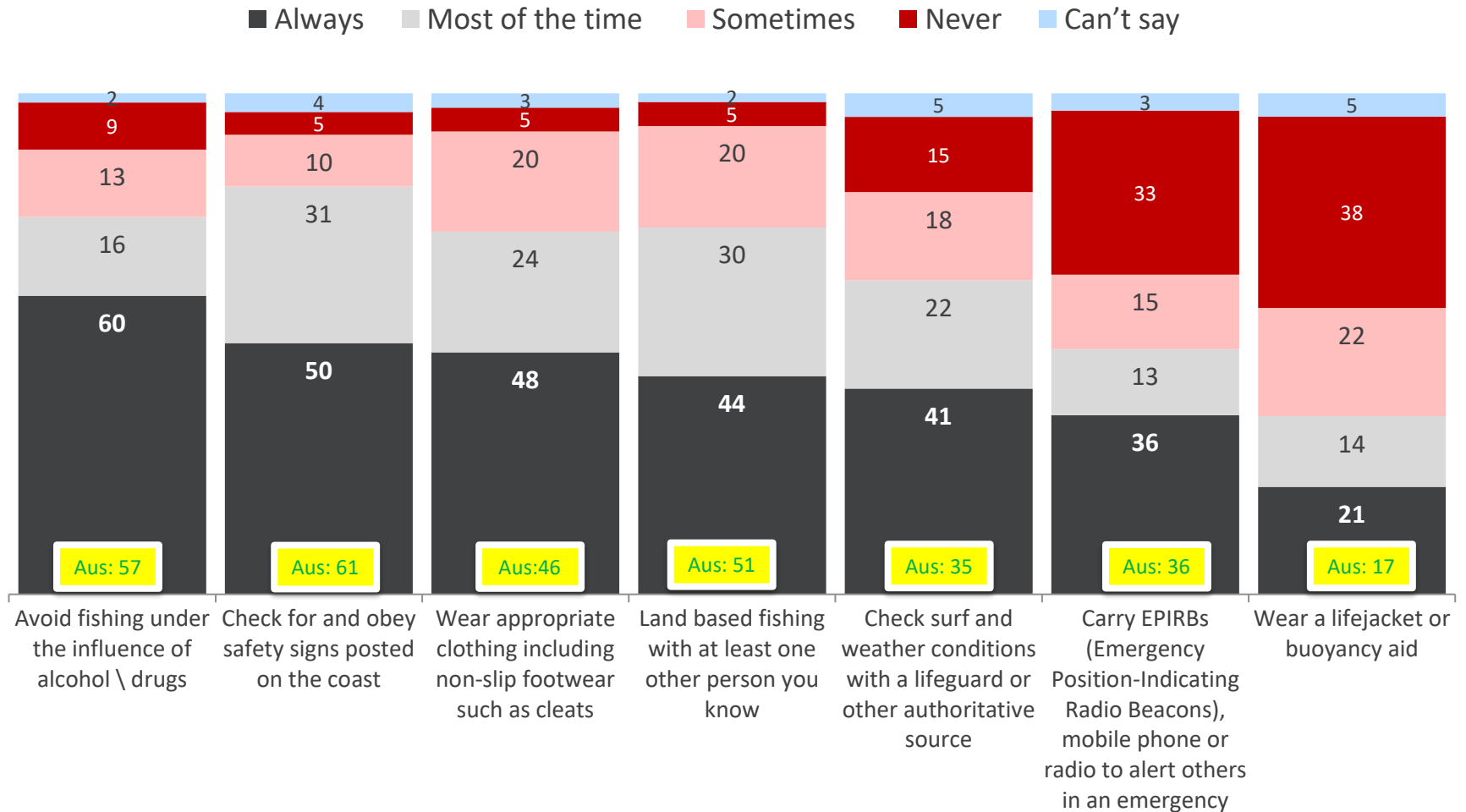
Base: Adults who participate in fishing (Rock fishing n=64, land based fishing n=106)

Rock Fishing: safety practises



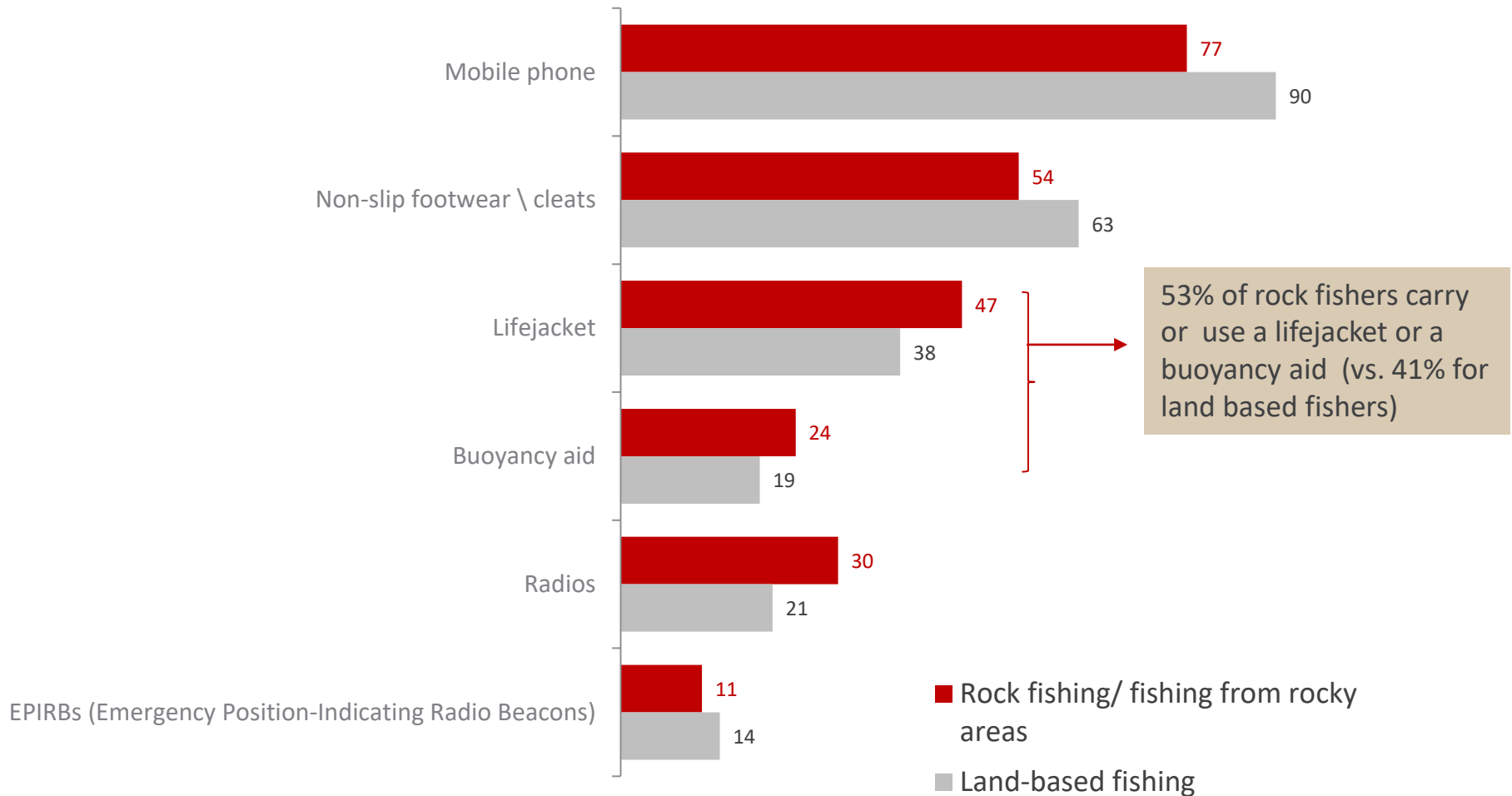
Base: Adults who participate in rock fishing (n=64)

Land based Fishing: safety practises



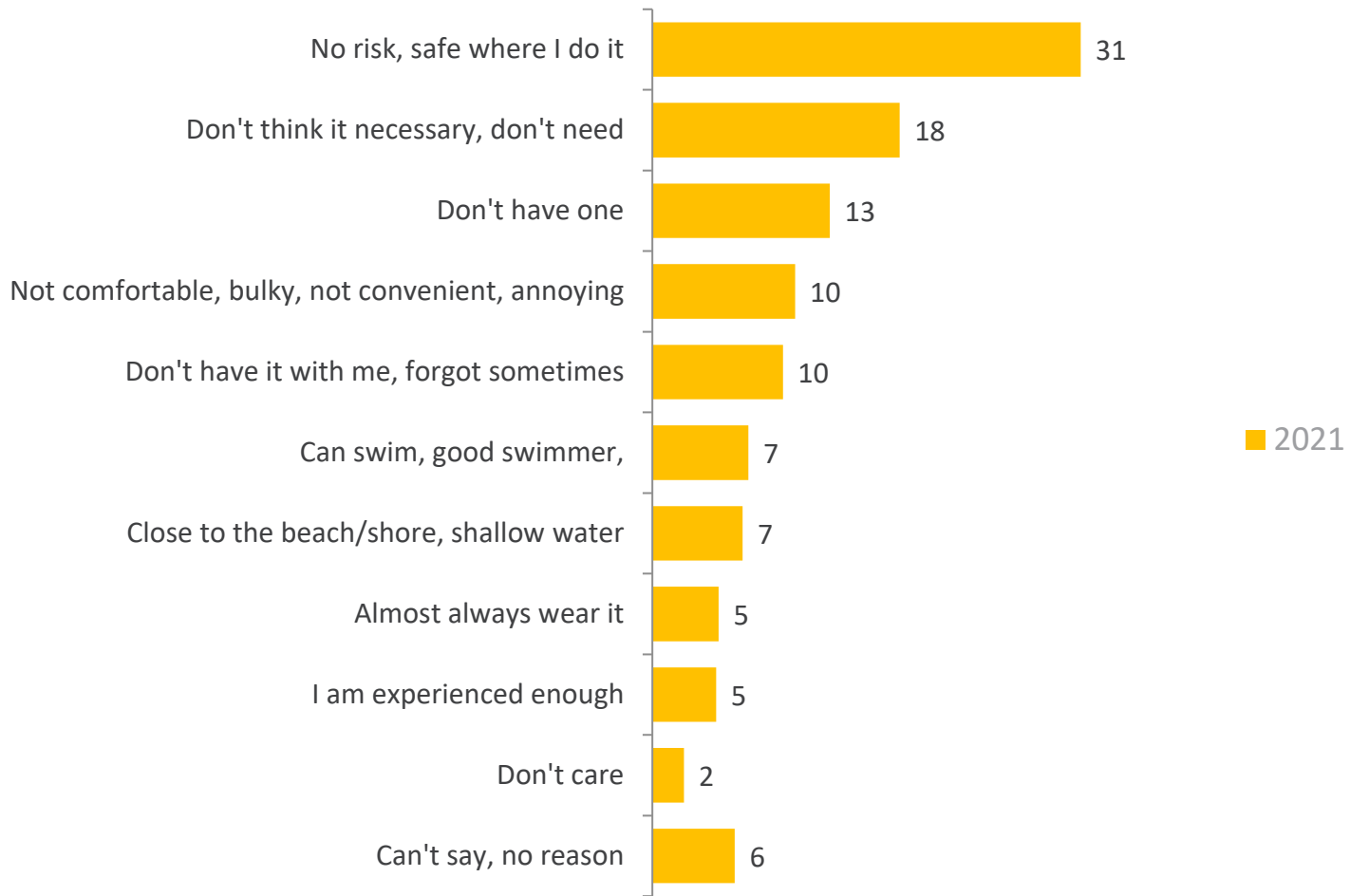
Base: Adults who participate in land-based fishing (n=106)

Fishing: safety equipment use



Base: Adults who use safety equipment when fishing (rock fishing n= 62, land based fishing n=101)

Why 3 in 4 rock fishers do not always wear a lifejacket?



Base: Rock fishers who do not always wear a lifejacket (n=45)

3.5 Boating (including boat fishing)



Boating

Key metrics:

- Number of boaters – 0.6 million
- Number of frequent boaters (at least once a month) – 0.2 million

Experience/expertise (in 2021)

In %

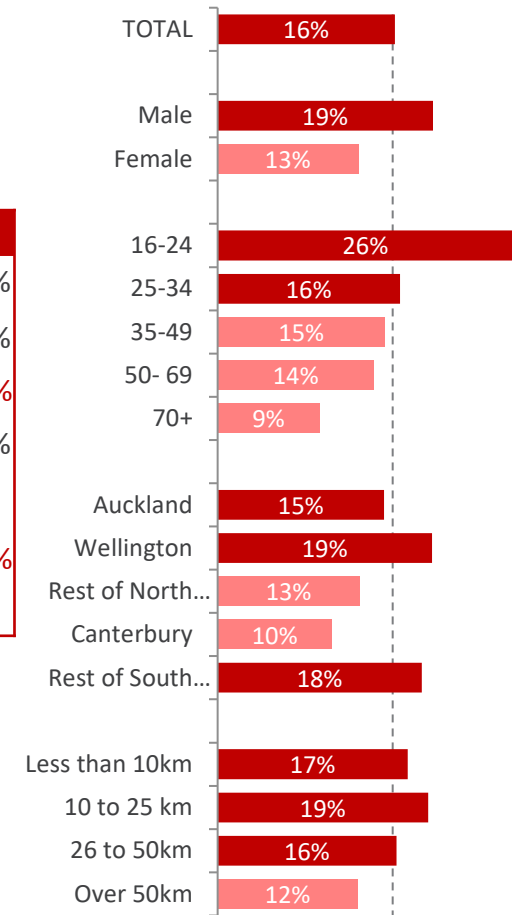
Beginner	34%
Intermediate	46%
Advanced	20%

39% of boaters feel experienced enough to take some risks

Type of boat they use

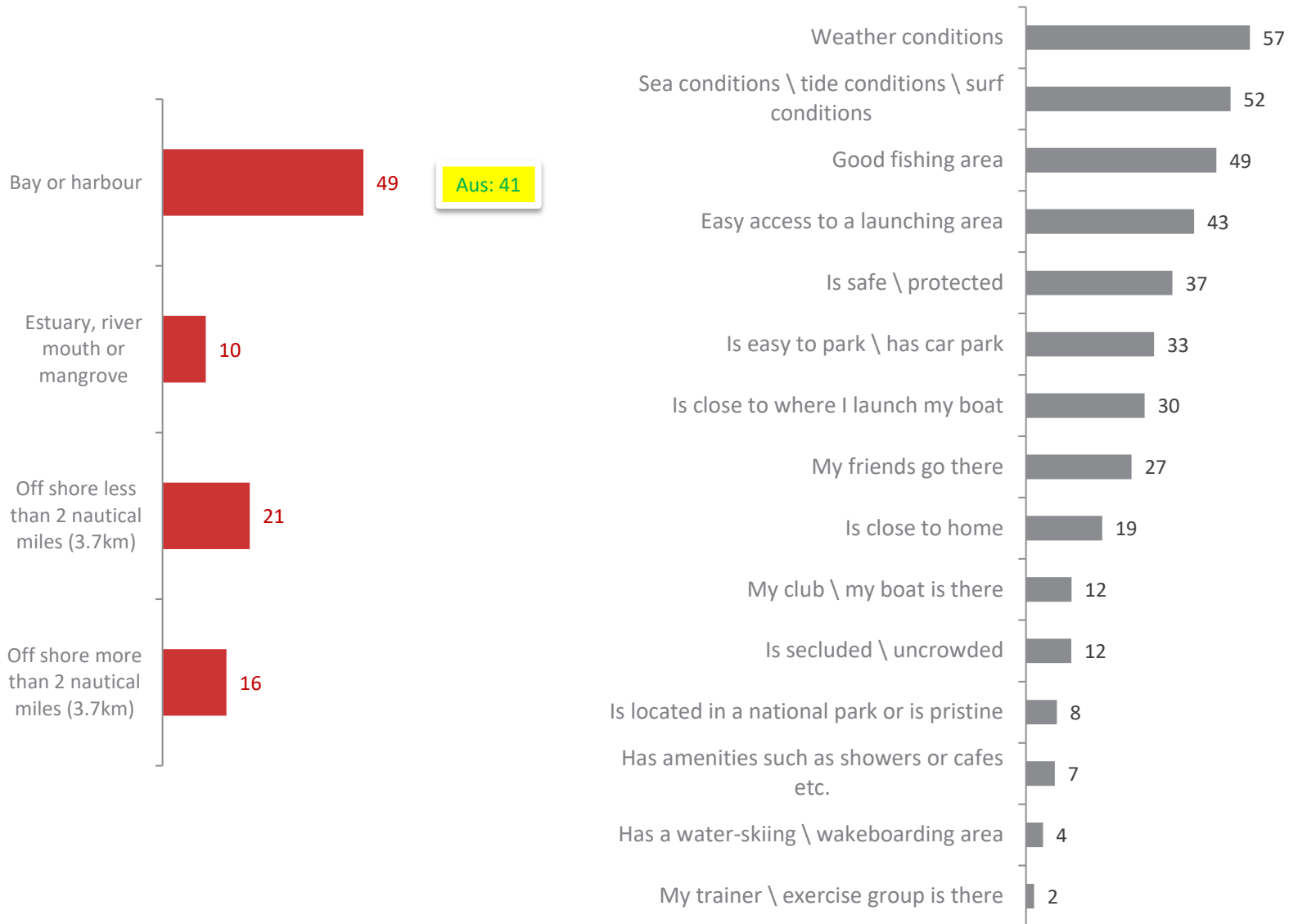
Power boat on a trailer	60%
Power boat on a mooring \ at a marina	29%
TOTAL Power Boat	85%
Sail boat on a mooring \ at a marina	12%
Sail boat on a trailer	8%
TOTAL Sailing Boat	19%
Other	3%

Profile of boaters



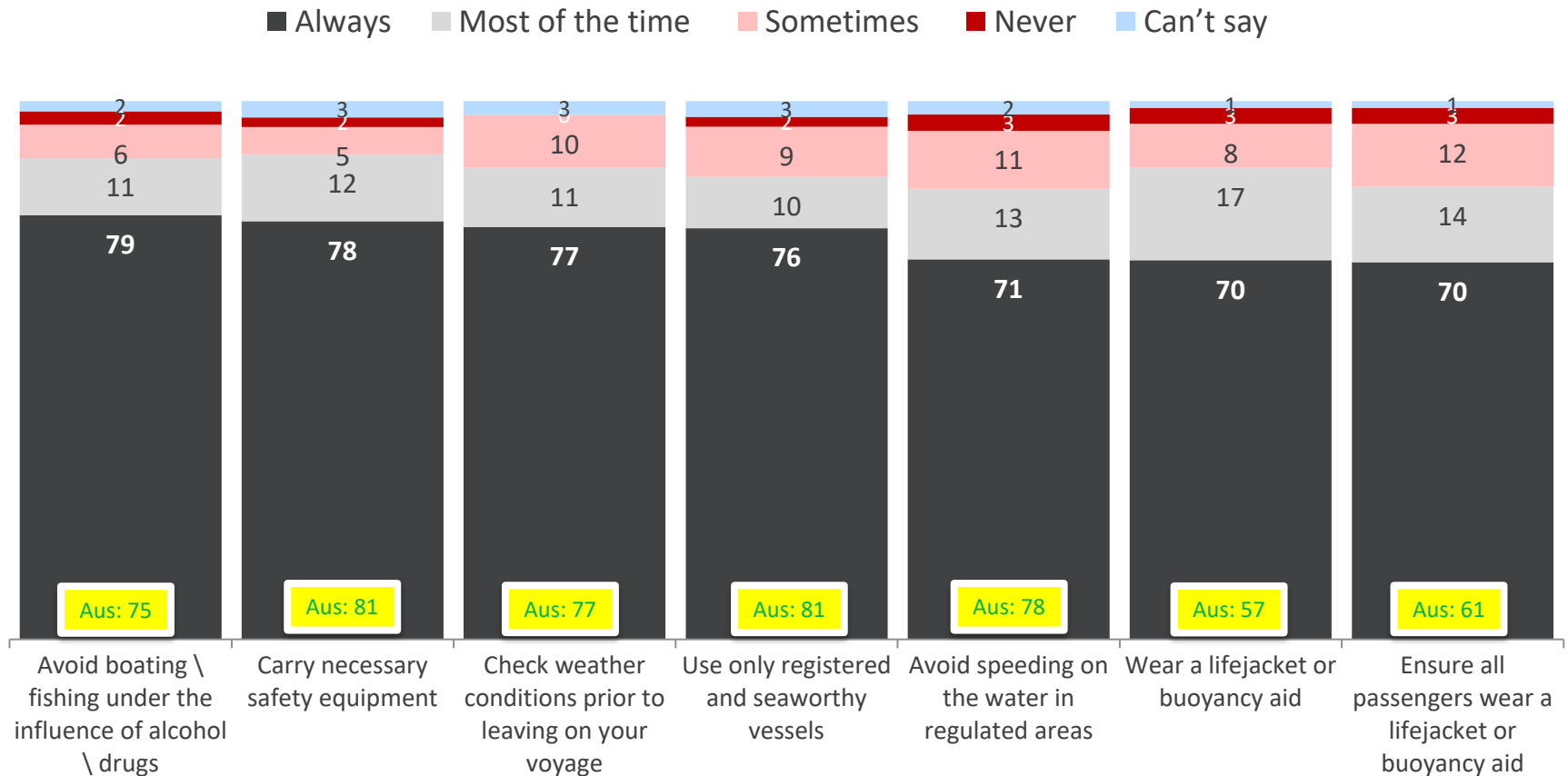
Base: Adults aged 16+ nationally

Boating: where they usually go and how they choose a location



Base: Adults who participate in boating (n=165)

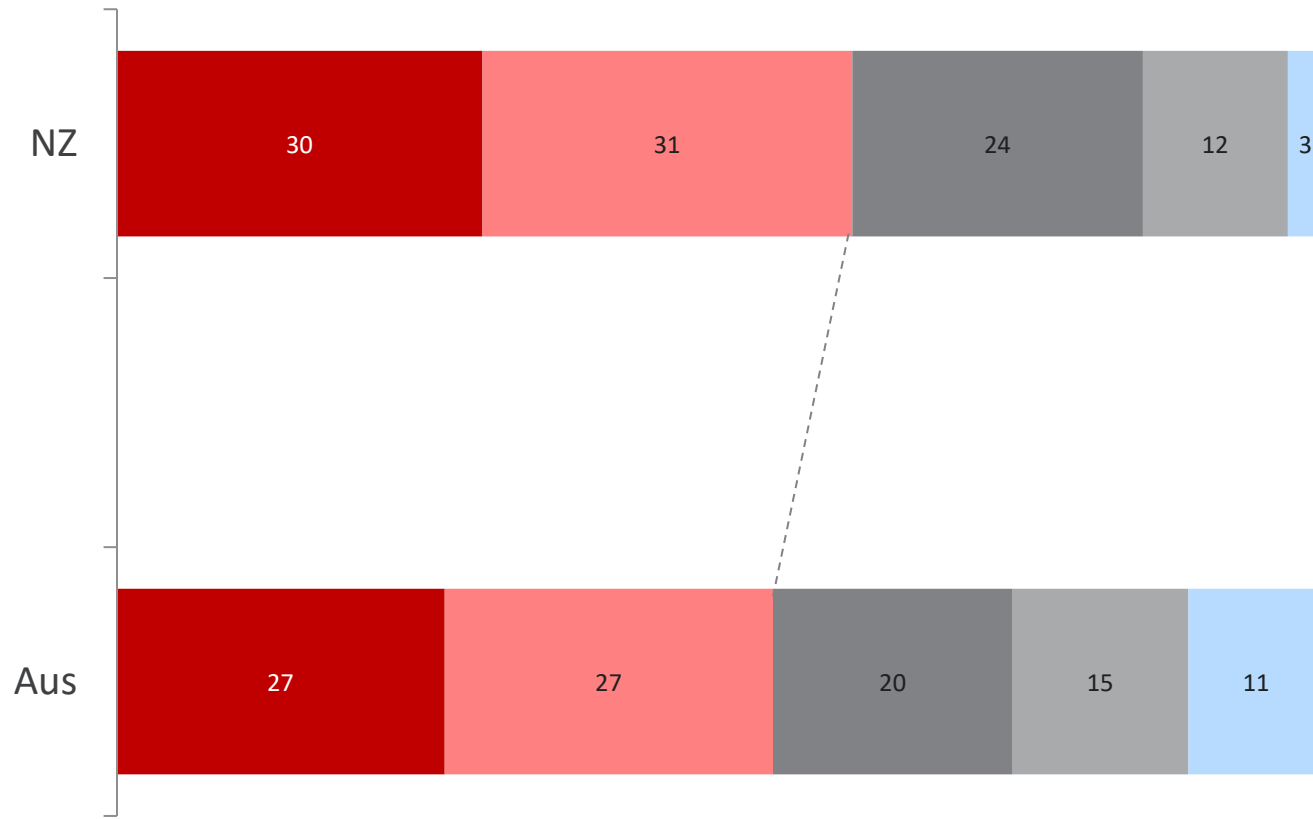
Boating: safety practises



Base: Adults who participate in boating (n=156)

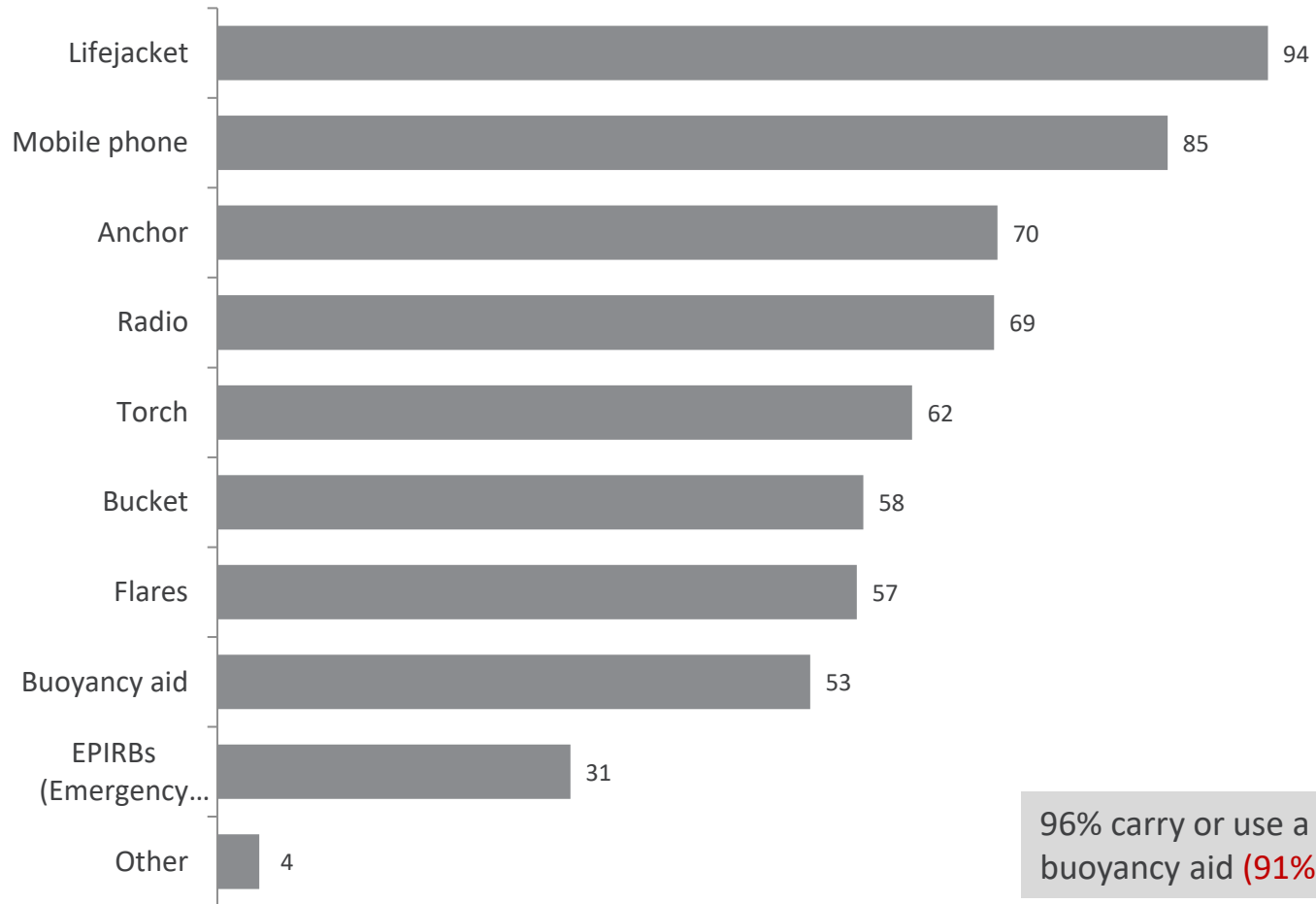
Almost all boaters are doing boat-based fishing, and 2 in 3 boaters are doing it often

■ Always fish when boating ■ Most of the times ■ Sometimes ■ Rarely ■ Never fish



Base: Adults who participate in boating (n= 165 in NZ)

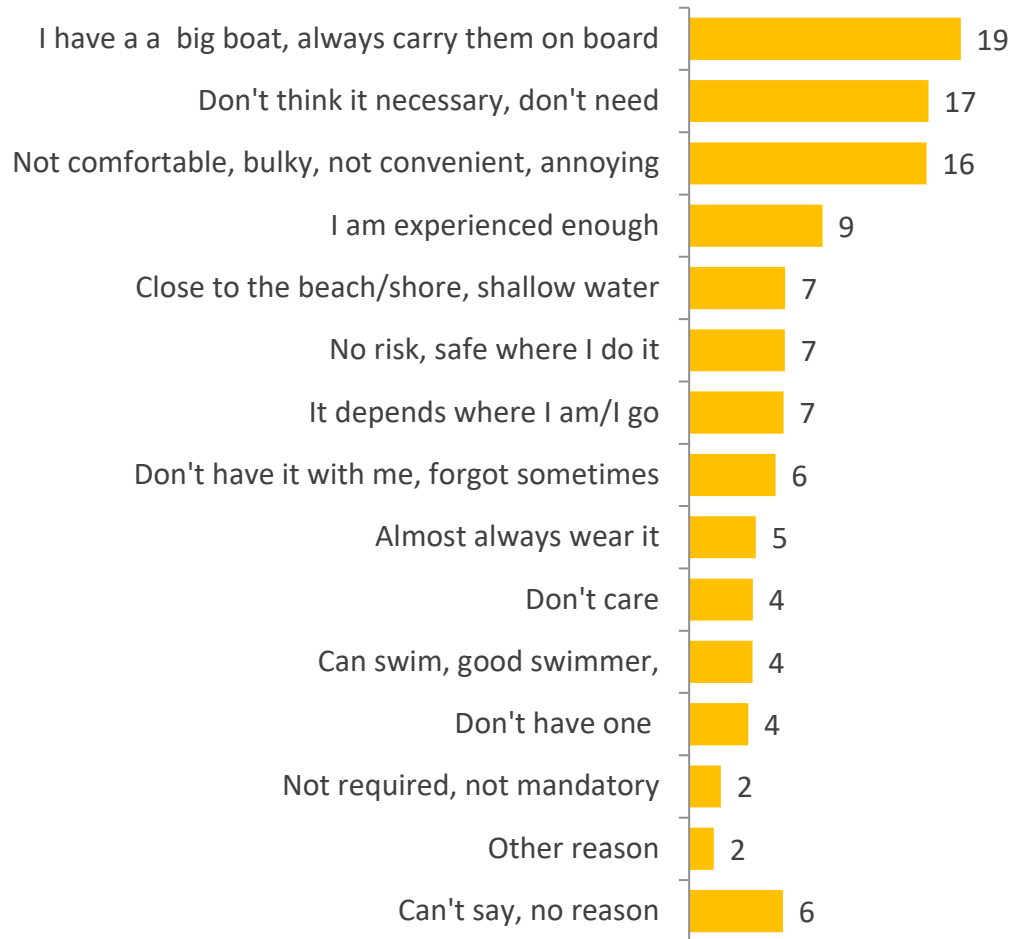
Boating: safety equipment use



96% carry or use a lifejacket or a buoyancy aid (91% in Aus)

Base: Use safety equipment (n= 163)

Why 3 in 10 boaters do not always wear a lifejacket?



Base: Boaters who do not always wear a lifejacket (n=46)

3.6 Jet ski Personal Water Craft (PWC)



Jet ski (PWC): Who and how often?

Key metrics:

- Number of Personal Water Craft / jet ski users – 125K
- Number of frequent Personal Water Craft / jet ski users (at least once a month) – 50K

Experience/expertise (in 2021):	In %
Beginner	46%
Intermediate	30%
Advanced	24%

41% of jet skiers feel experienced enough to take some risks

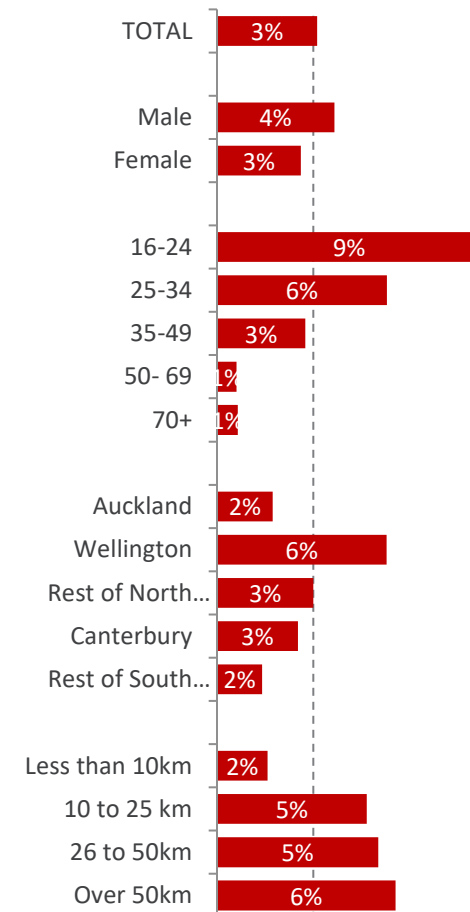
Have had some jet ski training

Yes	35%
No	65%

Type of jet ski they use

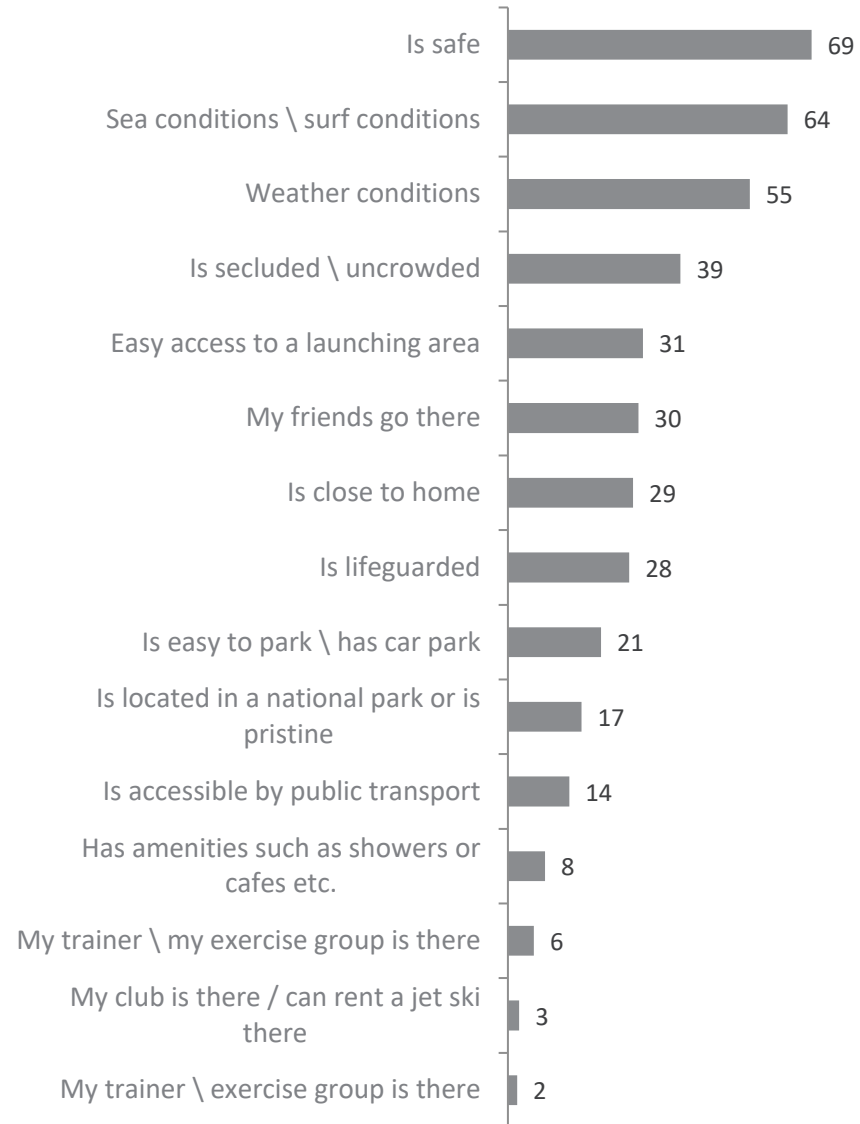
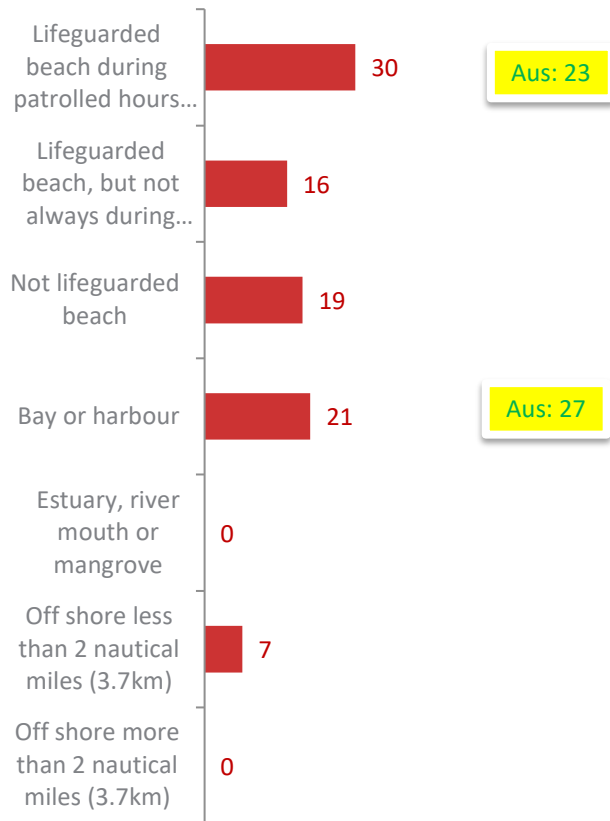
Sit down only	61%
Both sit down and stand-up	33%
Stand-up only	6%

Profile of Jet ski users



Base: Adults aged 16+ nationally

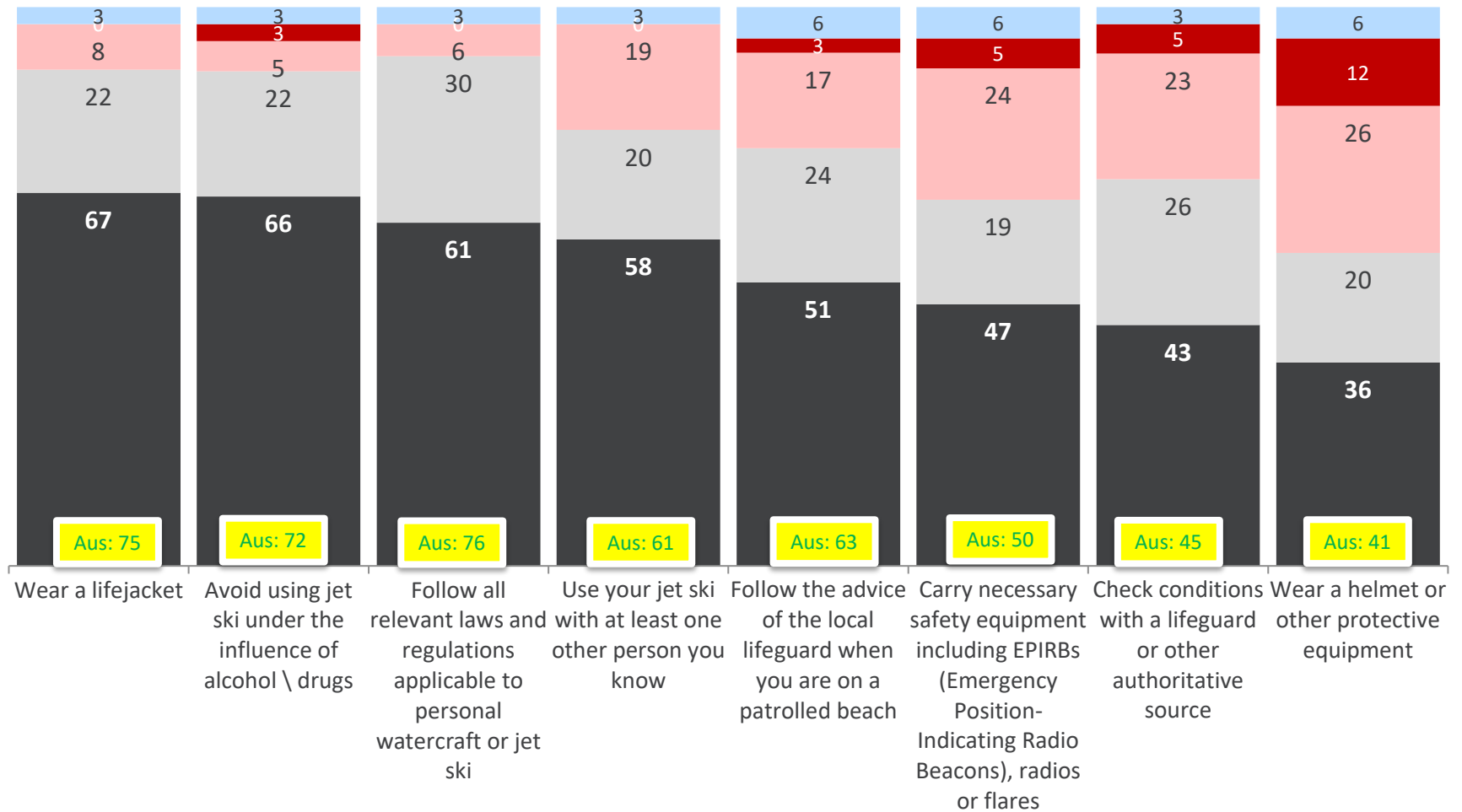
Jet ski: where they usually go and how they choose a location



Base: Adults who participate in jet ski (n=37)

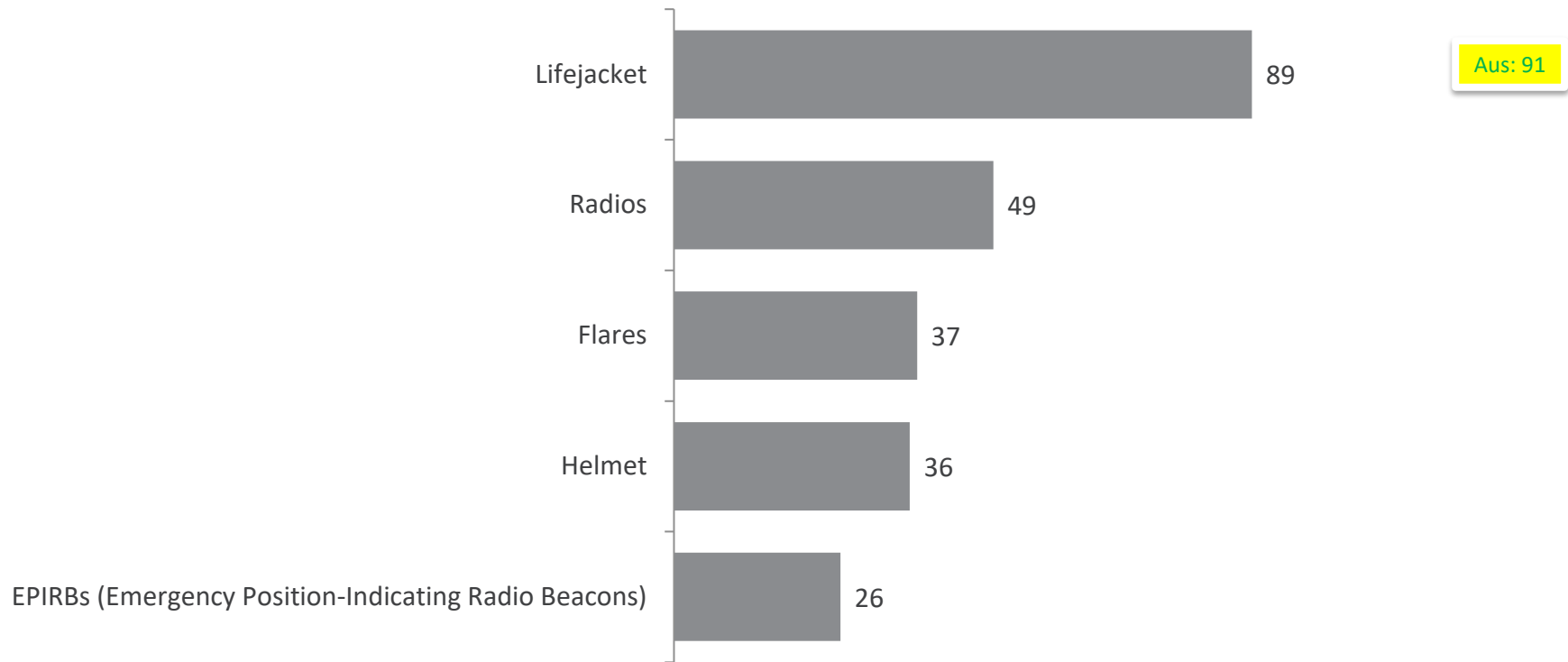
Jet ski: safety practises

Always
 Most of the time
 Sometimes
 Never
 Can't say



Base: Adults who participate in jet ski (n=37)

Jet ski: safety equipment use



Base: Use safety equipment (n=36)

3.7 Snorkelling and scuba diving



Snorkelling and scuba diving : Who and how often?

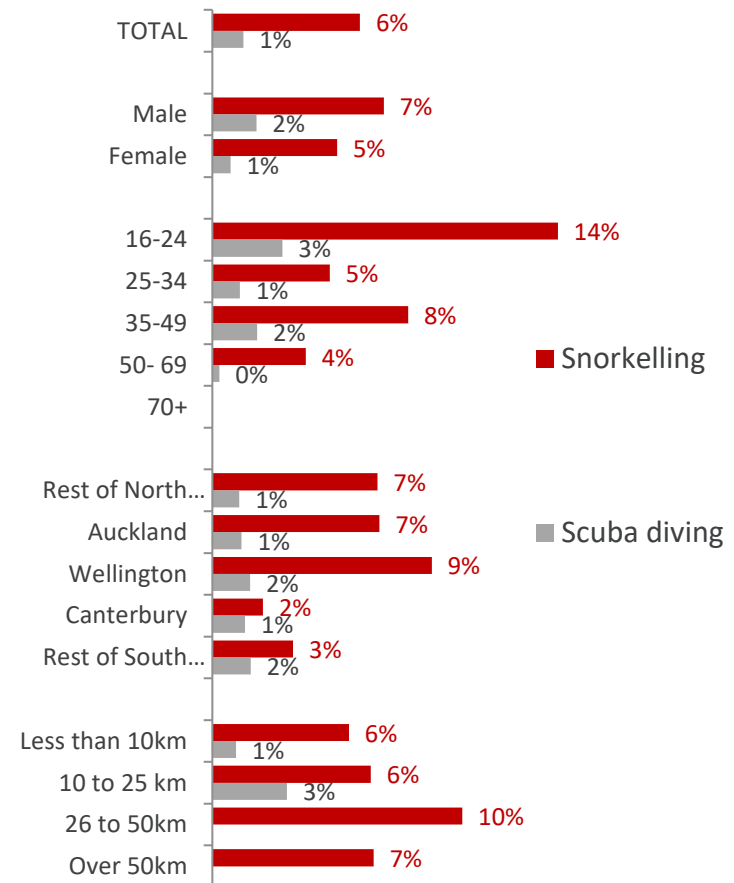
Key metrics:

- Number of snorkellers– 225K
- Number of scuba divers– 50K
- Number of frequent snorkelers (at least once a month) – 100K

Experience/expertise (in 2021):	Snorkelling	Scuba diving
Beginner	24%	<i>Small sample size</i>
Intermediate	46%	
Advanced	29%	

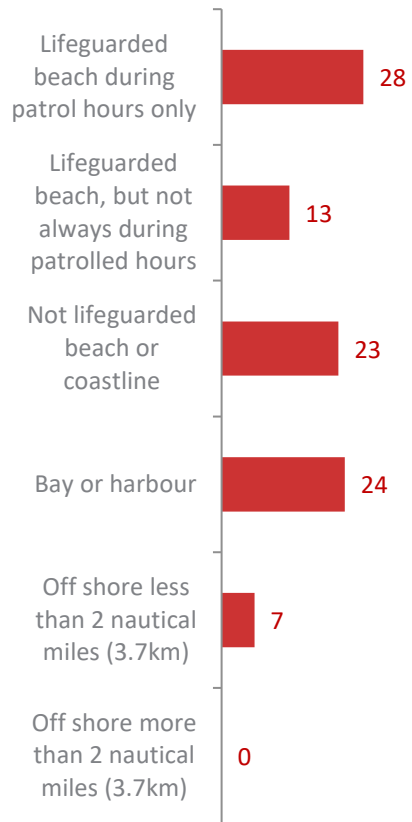
47% of snorkellers feel experienced enough to take some risks:

Profile of snorkellers and divers

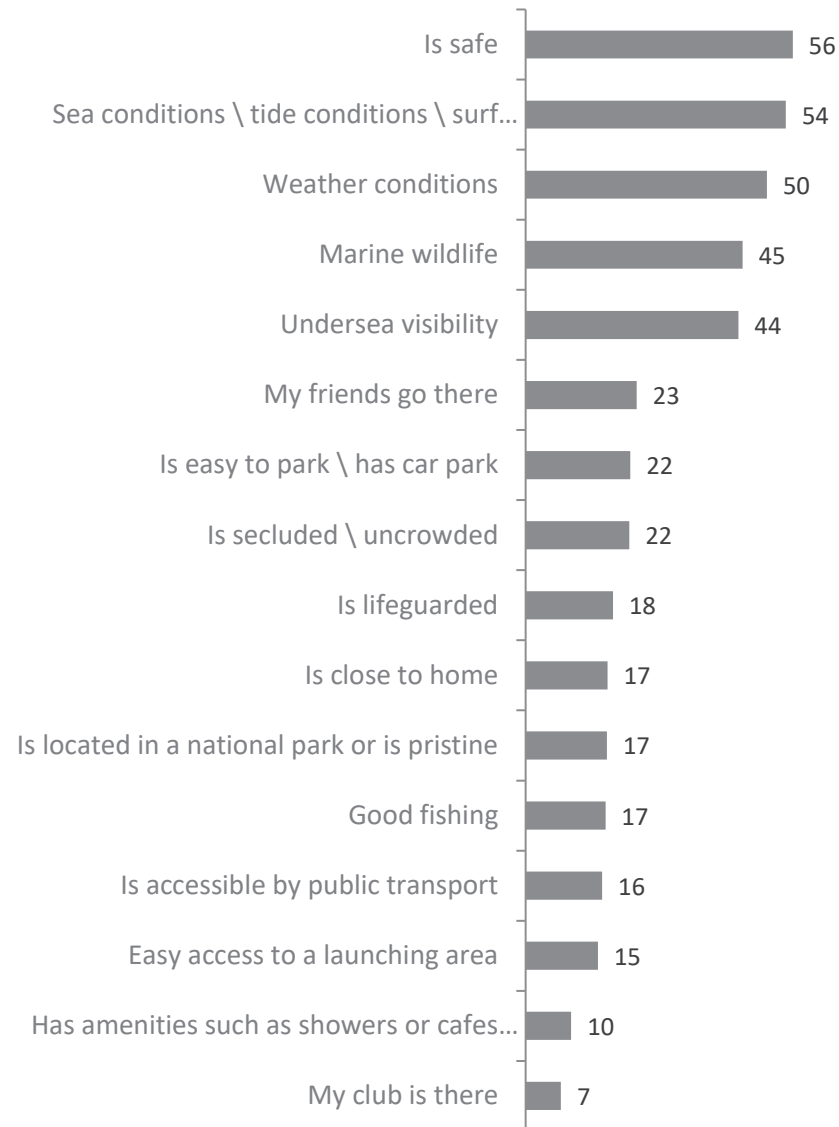


Base: Adults aged 16+

Snorkelling: where they usually go and how they choose a location



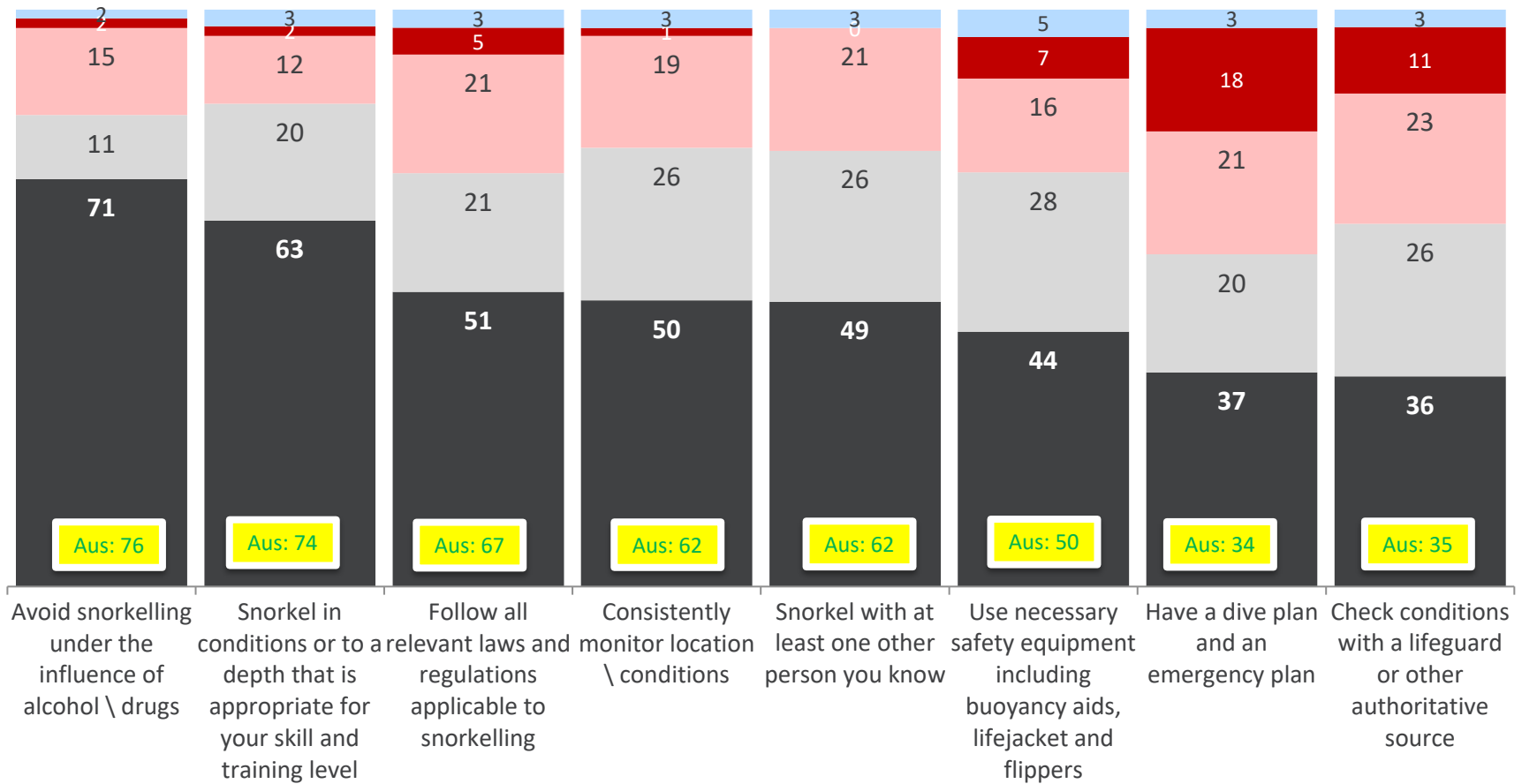
Aus: 25



Base: Adults who participate in snorkelling (n=62)

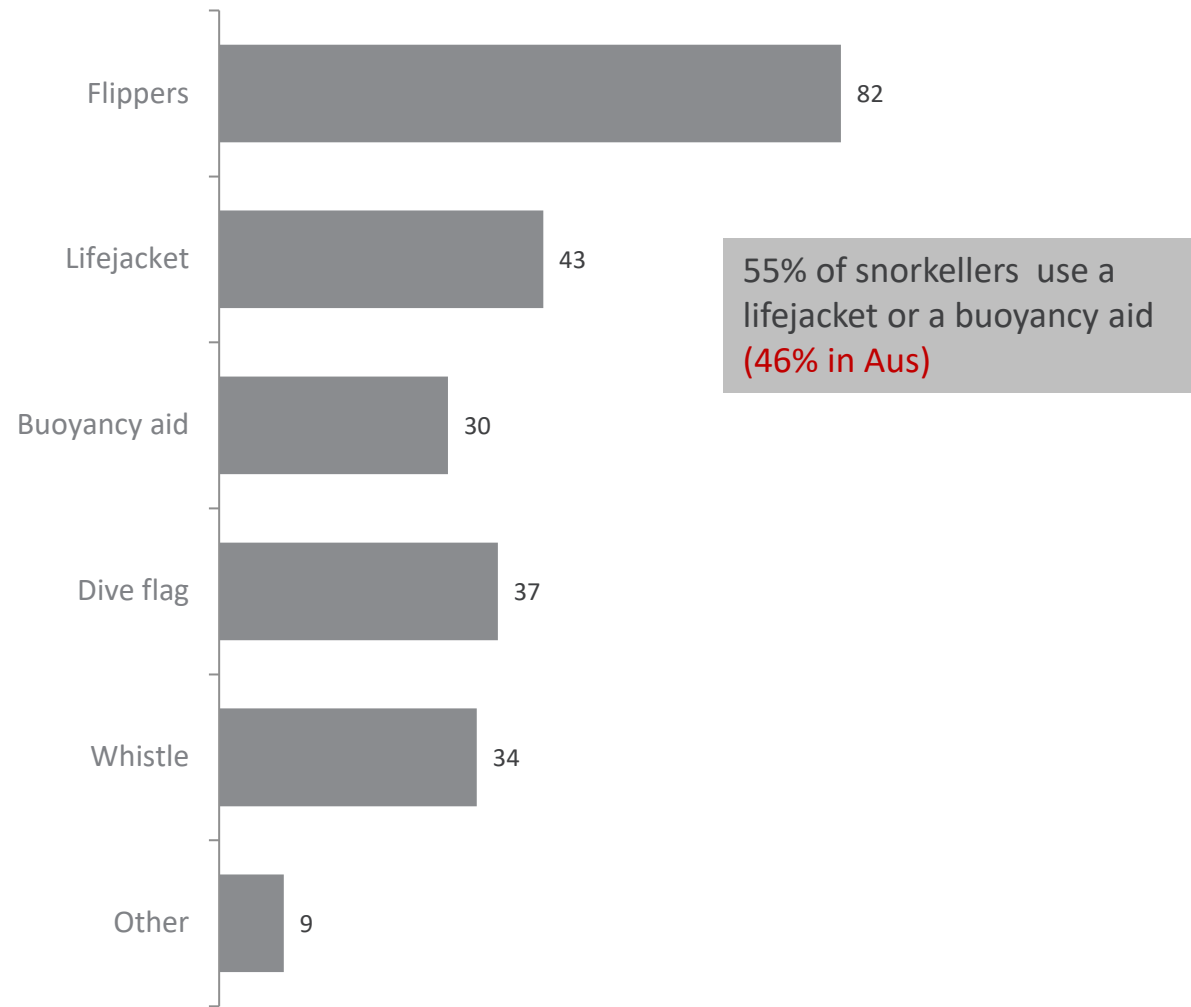
Snorkelling: safety practises

Always
 Most of the time
 Sometimes
 Never
 Can't say



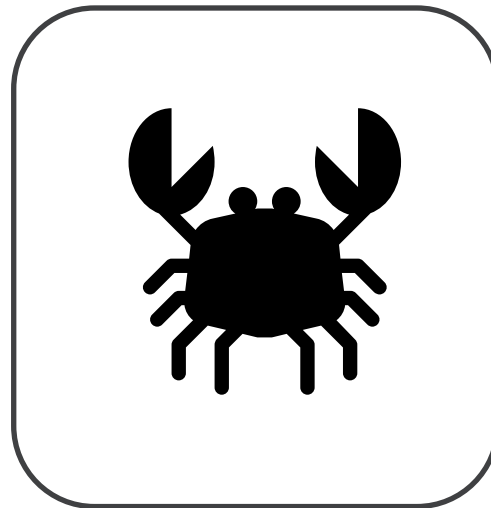
Base: Adults who participate in snorkelling (n=62)

Snorkelling safety equipment use



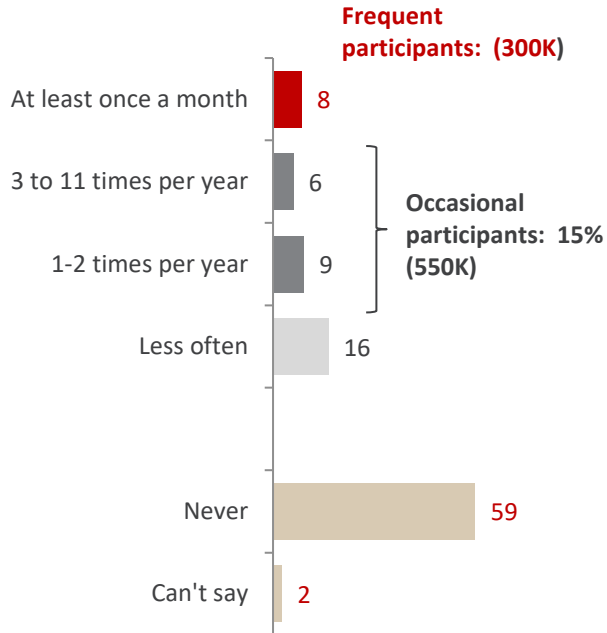
Base: Use safety equipment in snorkelling (n=55)

3.8 Kai gathering from the sea for food



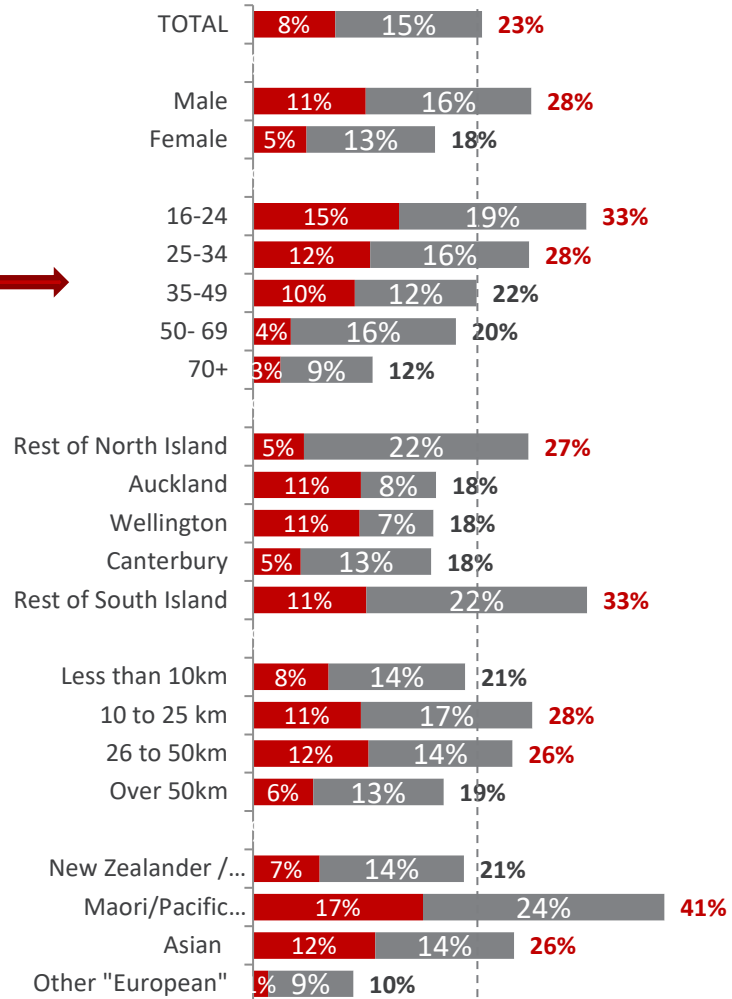
Kai gathering from the sea for food: How often?

How often do they go kai gathering from the sea for food?



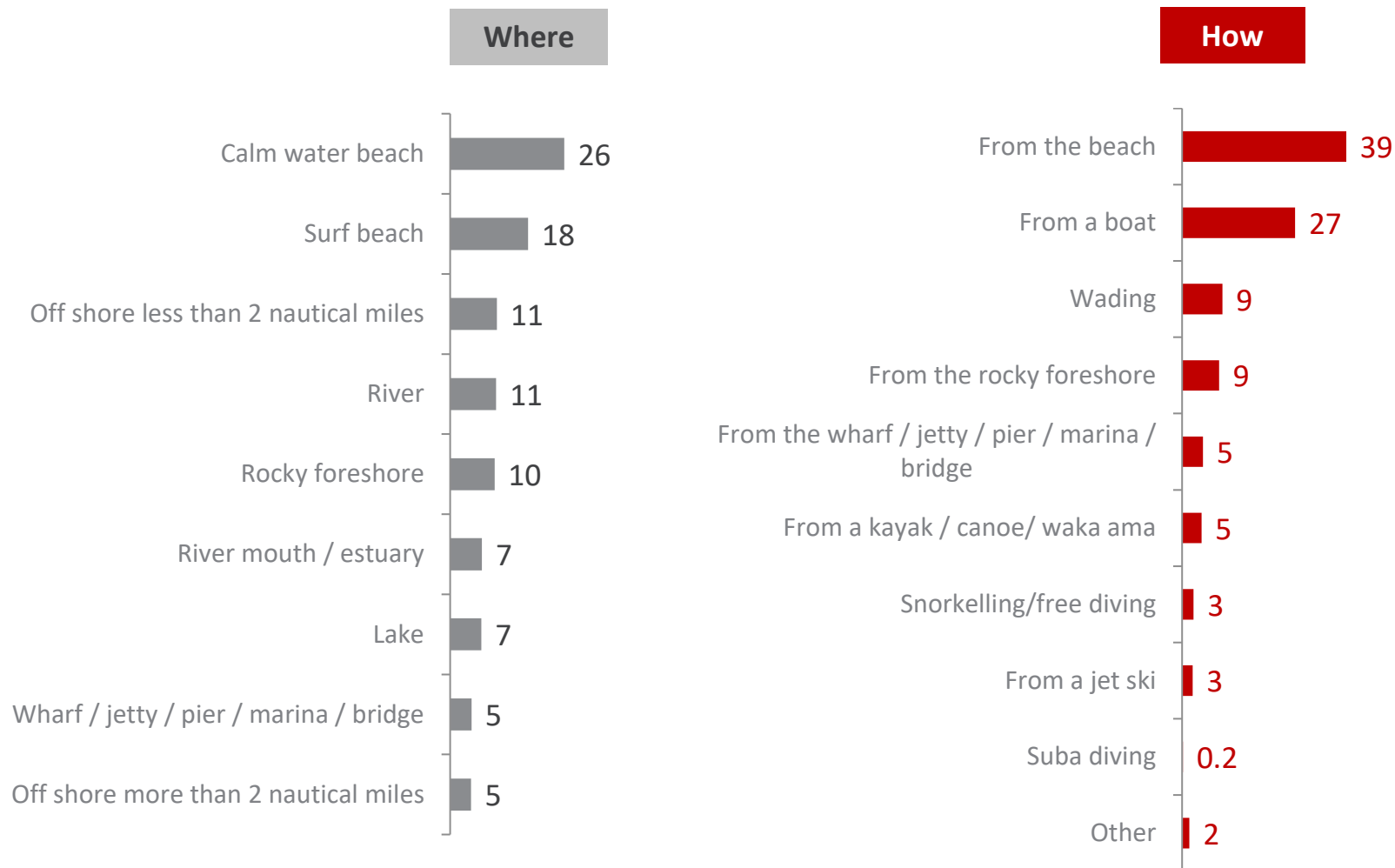
Participate 23% →

■ At least once a month ■ Less often



Base: Adults aged 16+

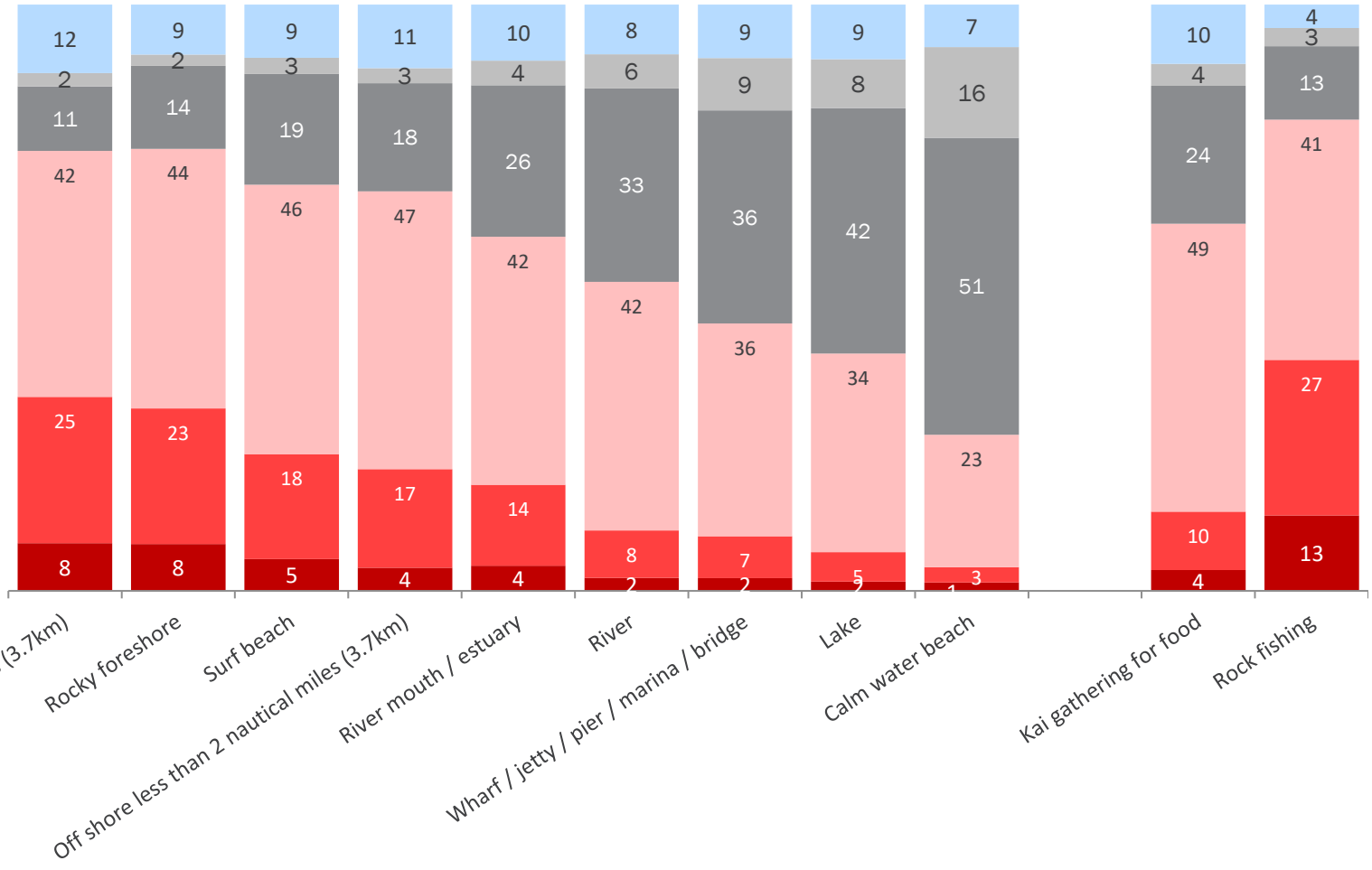
Kai gathering for food: Where and How?



Base: Adults who do kai gathering for food from the sea (n=405)

Kai gathering for food: locations and hazards

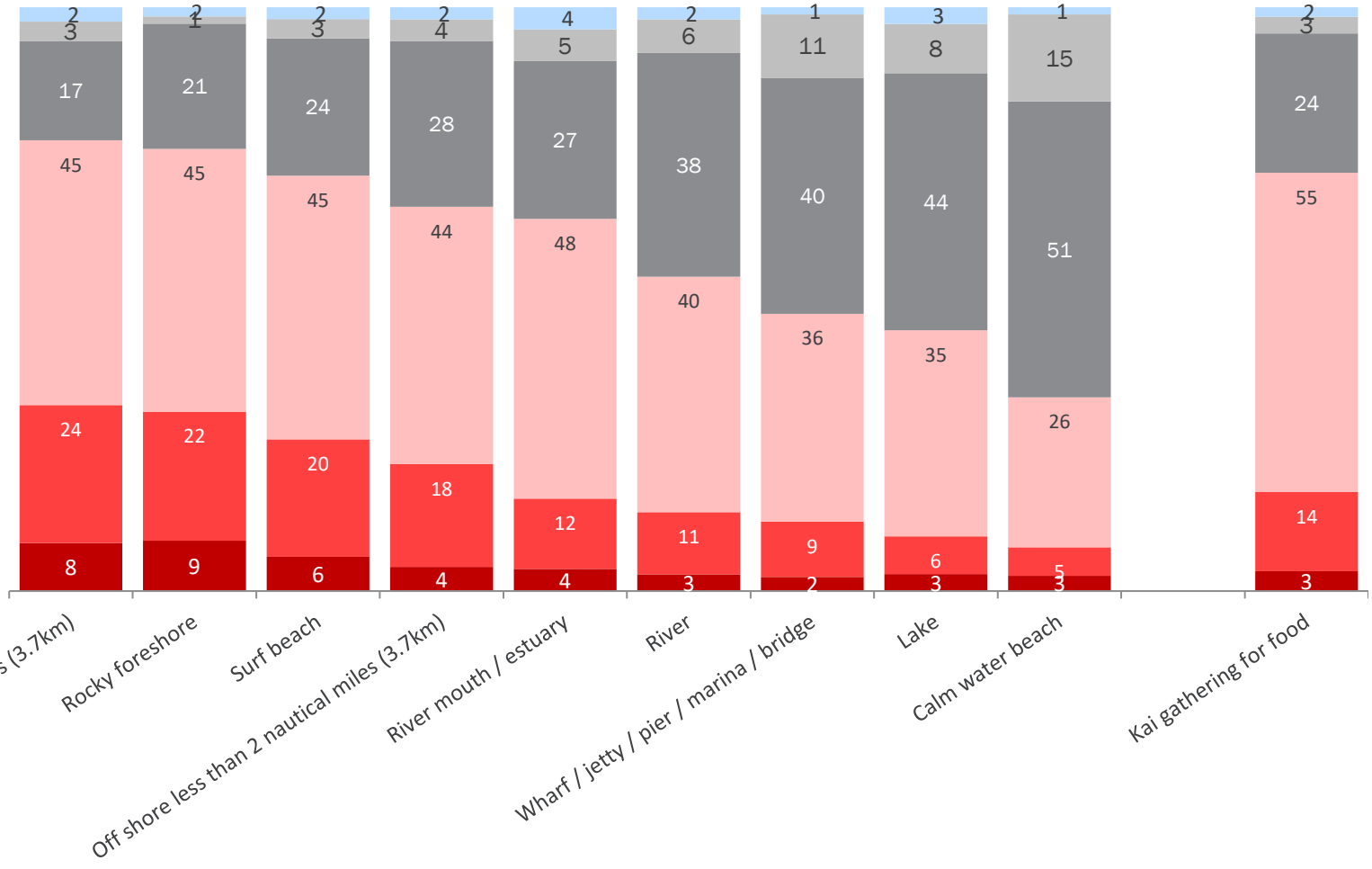
■ Extremely hazardous
 ■ Very hazardous
 ■ Somewhat hazardous
 ■ Not very hazardous
 ■ Not at all hazardous
 ■ Can't say



Base: Adults aged 16+ (N=1049)

Kai gathering for food: locations and hazards among participants

■ Extremely hazardous
 ■ Very hazardous
 ■ Somewhat hazardous
 ■ Not very hazardous
 ■ Not at all hazardous
 ■ Can't say

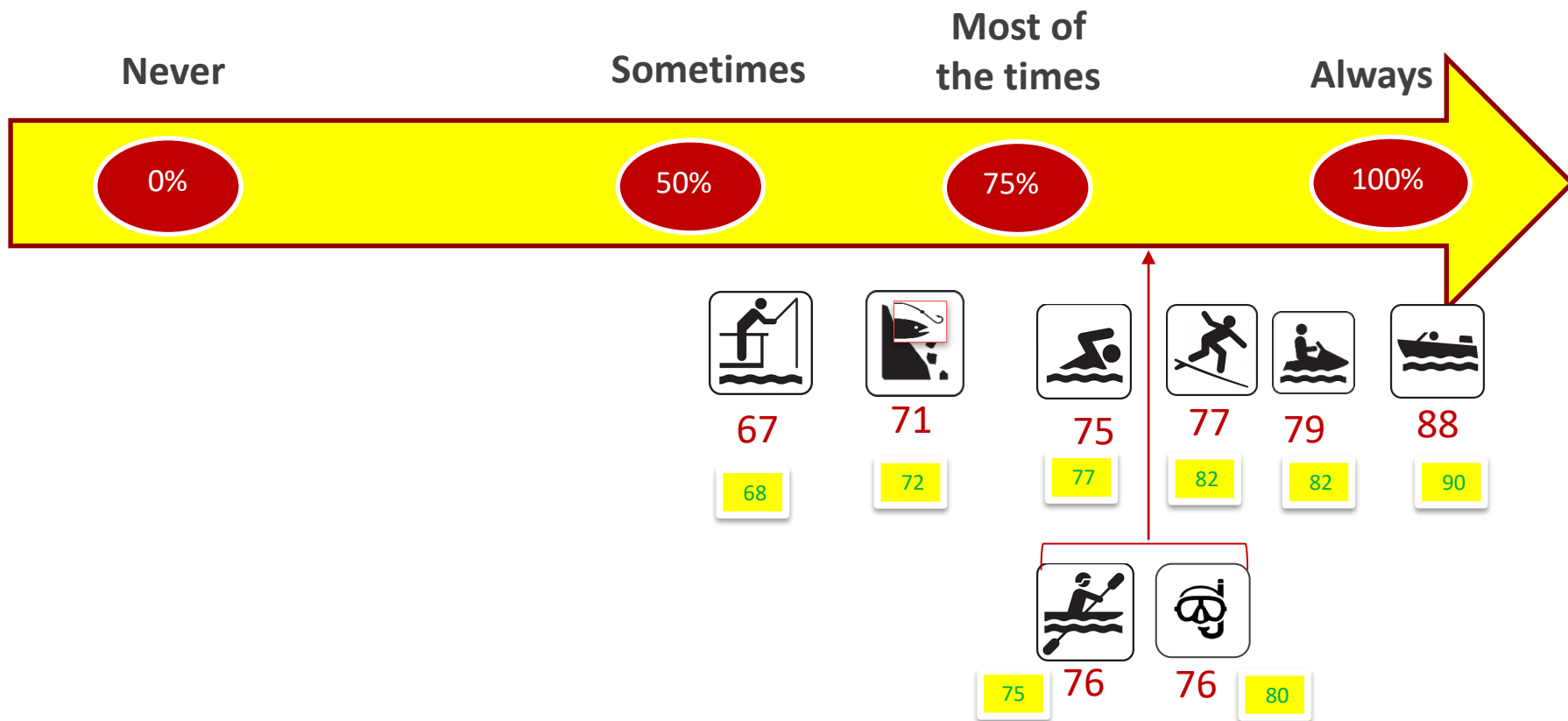


Base: Adults who participated in Kai gathering for food from the sea in P12M (n=239)

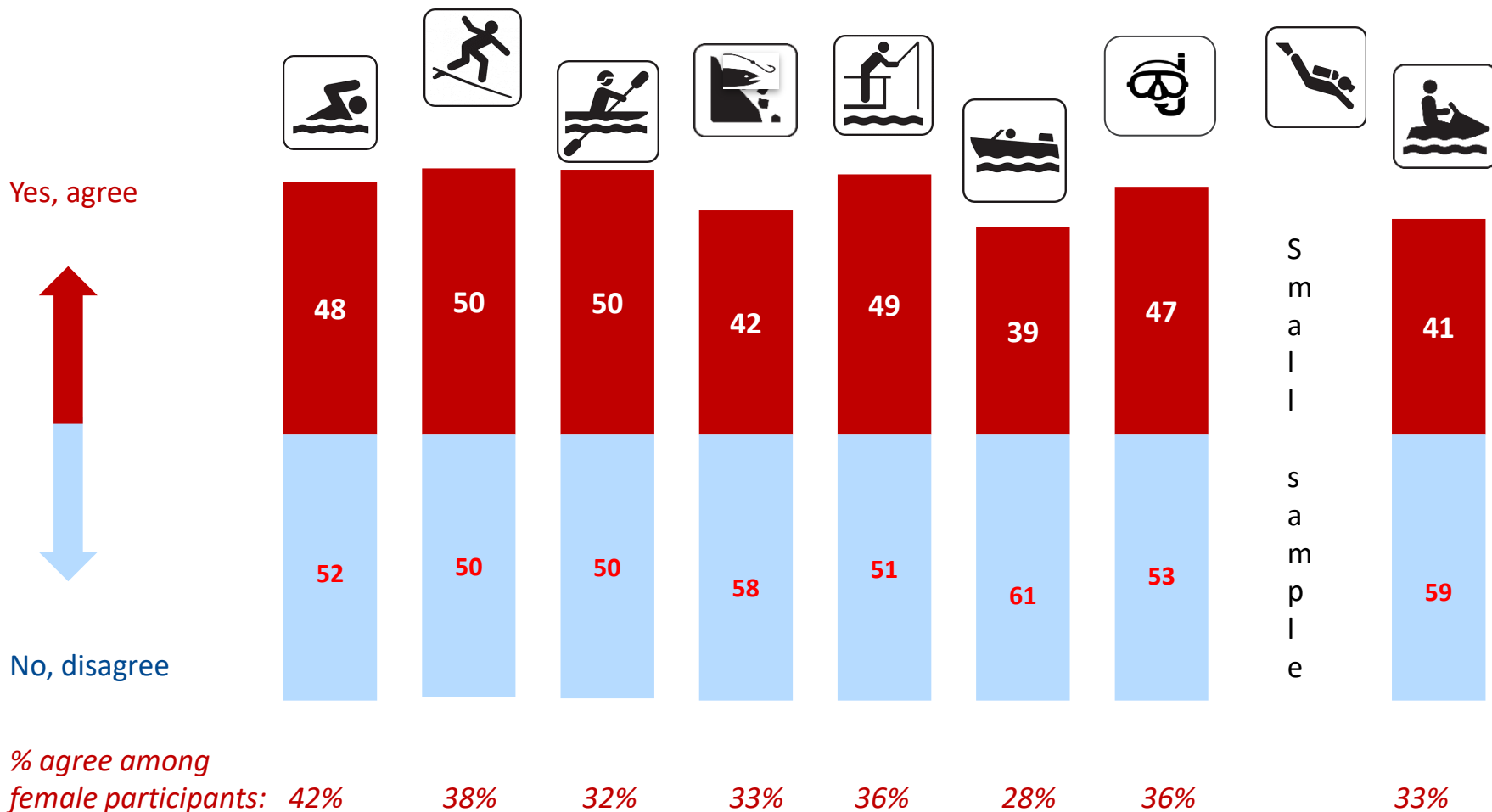
Computing a safety practises index: "Play safe index"

Rockfishing "Play safe index in NZ" in 2021 is at 71

It means that on average, rock fishers followed rock fishing safety practices 71% of the times












'Do you agree with: "I am experienced enough to take some risk when participating in...?"












Base: Swimming (n=520), Surfing (n=65), Watercraft (n=70), Rock fishing (n=64), Land-based fishing (n=107), Boating (n=167), snorkelling (n= 63), Scuba diving (n=13), Jet ski (n=37)

Coastal activities: Summary on a page (1)

Population 16+									
Total participation in 2021	1830K	230K	245K	220K	370K	585K	225K	125K	850K
Frequent participants in 2021	630K	120K	105K	105K	165K	165K	100K	50K	300K
Occasional participants in 2021	1200K	110K	140K	115K	205K	420K	125K	75K	550K
Can swim 50m in the ocean without stopping?	Yes: 54 %	Yes: 59%	Yes: 68%	Yes: 69%	Yes: 51%	Yes: 57%	Yes: 70%	Yes: 59%	Yes: 57%
% of competent / % of average ocean swimmers	31% / 38%	46% / 41%	42% / 37%	38% / 29%	27% / 33%	35% / 37%	46% / 29%	34% / 31%	30% / 36%
What do they do?	49% always swim between the flags		67% are using kayak, 38% paddleboard			85% are using powerboat and 19% a sail boat		61% are using sit-down and 35% have had some training	39% are doing it from the beach, 27% from a boat
Where?	54% lifeguarded beaches incl. 24% only during patrol hours	64% lifeguarded beaches incl. 27% only during patrol hours	35% lifeguarded beaches incl. 21% only during patrol hours	<i>Main/usual:</i> Rocks (48%) Beach (35%) Jetty (15%)	<i>Main/usual:</i> Beach (57%) Jetty (23%)	Bay/harbour (44%) Off shore (31%) Estuary (10%)	Lifeguarded beach (64%) Not lifeguarded beach (23%) Bay harbour (24%) Off shore (7%)	Beach (64%) Bay harbour (21%)	Calm beach (26%) Surf beach (18%)
How do they choose a location?	Is safe Weather cond. Sea conditions Easy to park	Sea conditions Is safe Weather conditions Is lifeguarded	Is safe Sea conditions Weather cond. Close to home	Good fishing area Weather cond. Sea conditions Is safe	Good fishing area Weather cond. Is safe Easy access to fishing spots	Weather cond. Sea conditions Good fishing area Easy to launch	Marine wildlife Undersea visibility Is safe Sea conditions	Is safe Sea conditions Weather cond. Not crowded	na

Coastal activities: Summary on a page (2)

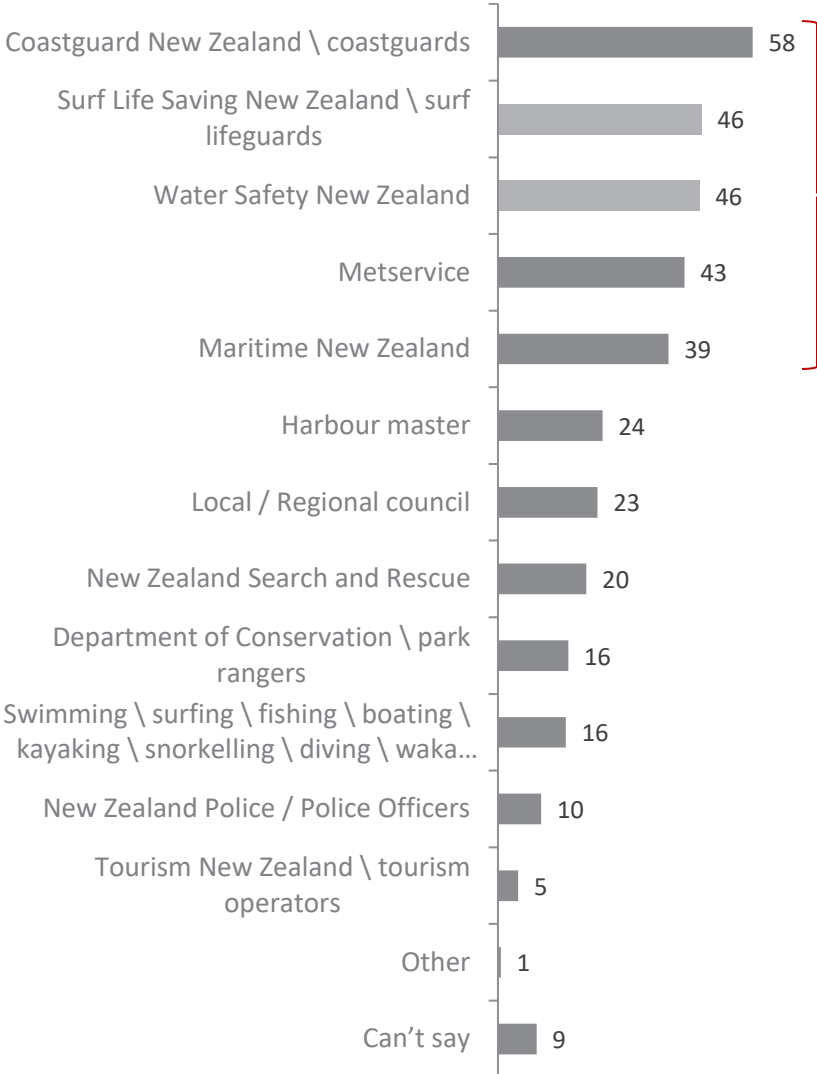
Population 16+									
Total participation in 2021	1830K	230K	245K	220K	370K	585K	225K	125K	850K
Gender mix Male - Female in %	48-52	70-30	61-39	66-34	66-34	59-41	57-43	57-43	59-41
Extremely or Very hazardous (base all respondents in %)	Wading: 7% Swimming: 13%	21%	16%	39%	6%	16%	14%	27%	14%
Extremely or Very hazardous (base participants in %)	Wading: 5% Swimming: 12%	19%	14%	37%	7%	11%	9%	26%	17%
Pay safe index	75	77	76	71	67	88	76	79	na
Have ever been rescued / ever rescued someone when participating in	8% / 14%	18% / 21%	14% / 11%	3%/6%		9% / 14%	6% / 6%	17% / 19%	na
Think they are experienced enough to take some risks	48%	50%	50%	42%	49%	39%	47%	41%	na
Safety Practises: ALWAYS	49% always swim between the flags (when on patrolled beach)	52% always surf in conditions appropriate to their level	60% always wear a life jacket or buoyancy aid	45% always wear appropriate clothing and non-slip footwear 26% a lifejacket or buoyancy aid	48% always wear appropriate clothing and non-slip footwear	78% always carry necessary safety equipment,	49% always snorkel with another person	67% always wear a lifejacket	na
Safety Practises: ALWAYS OR MOST OF THE TIME	76% swim between the flags (when on lifeguarded beach)	88% surf in conditions appropriate to their level	79% wear a lifejacket or buoyancy aid	74% wear appropriate clothing and non-slip footwear 53% a lifejacket or buoyancy aid	72% wear appropriate clothing and non-slip footwear	90% carry necessary safety equipment	74% snorkel with another person	89% wear a lifejacket	na
Safety equipment they carry or use:	n/a	62% leg rope 63% wet suit	88% lifejacket or buoyancy aid	77% Mobile ph. 54% Non-slip footwear i.e. cleats 53% a lifejacket or buoyancy aid	90% Mobile phone 63% Non-slip footwear i.e. cleats	96% Lifejacket 85% mobile ph. 70% anchor 69% radio 62% torch		89% lifejacket 36% helmet	na

National Coastal and Water Safety Survey 2021

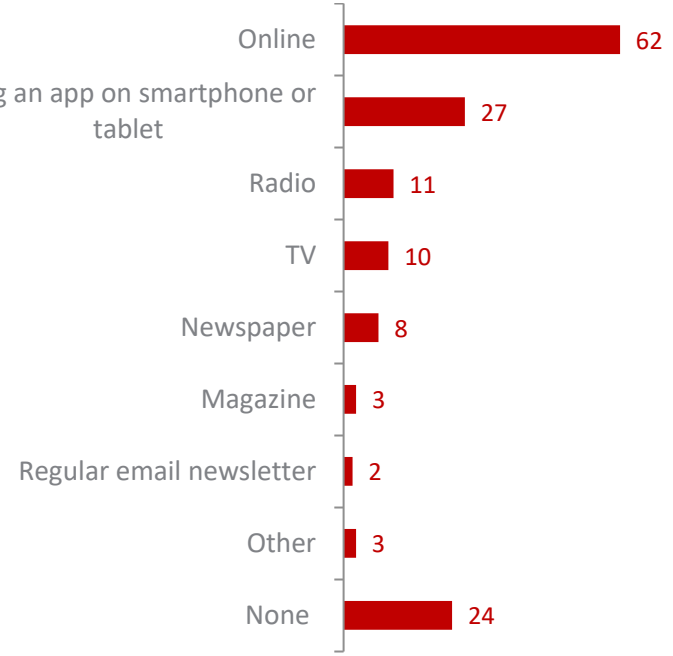
Part 4: Coastal safety, rip currents and other hazards



Coastal safety – authority they would turn to / information sources

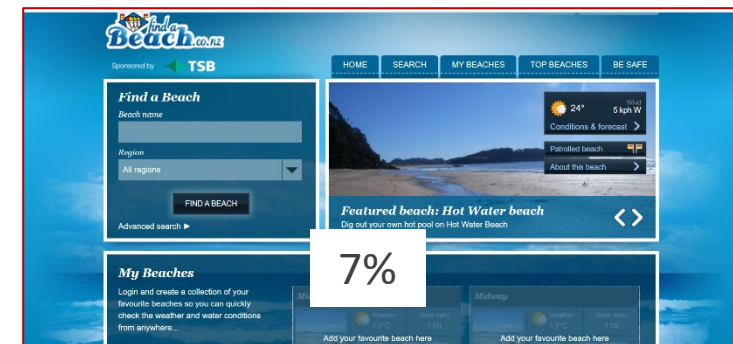
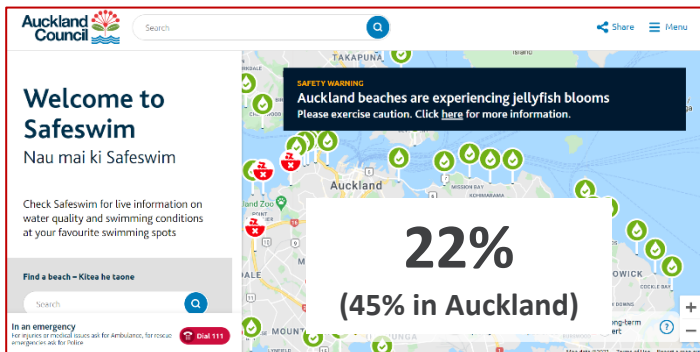
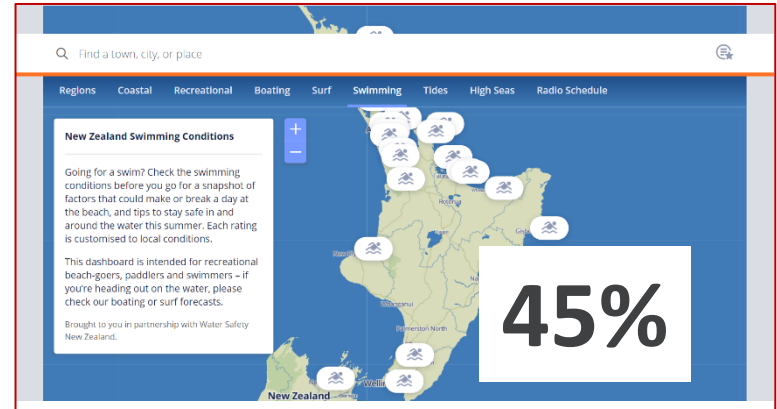
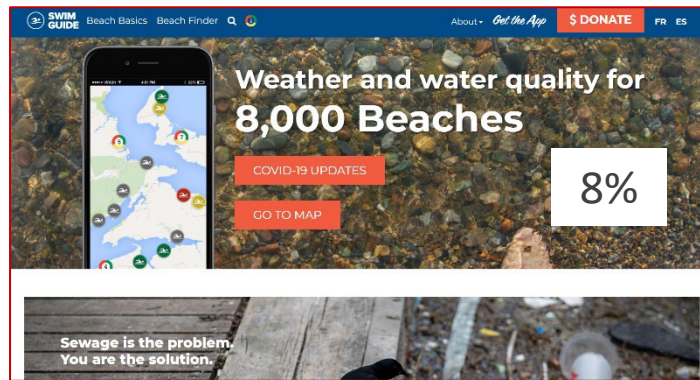
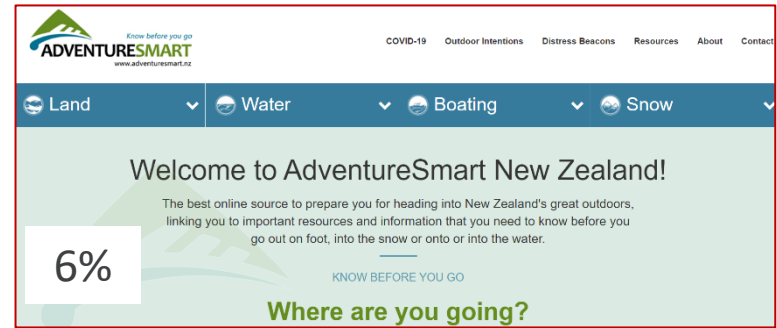
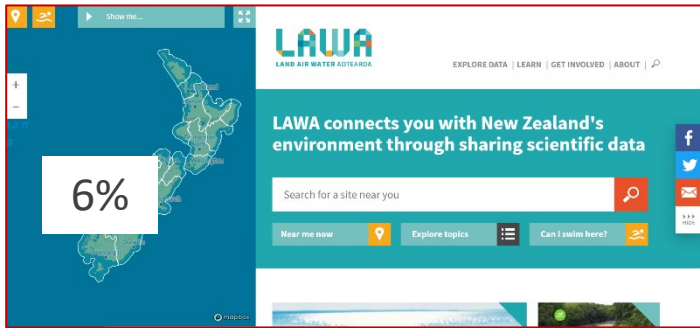


At least of these: 86%



Base: Adults who visit the coast (n=1006)

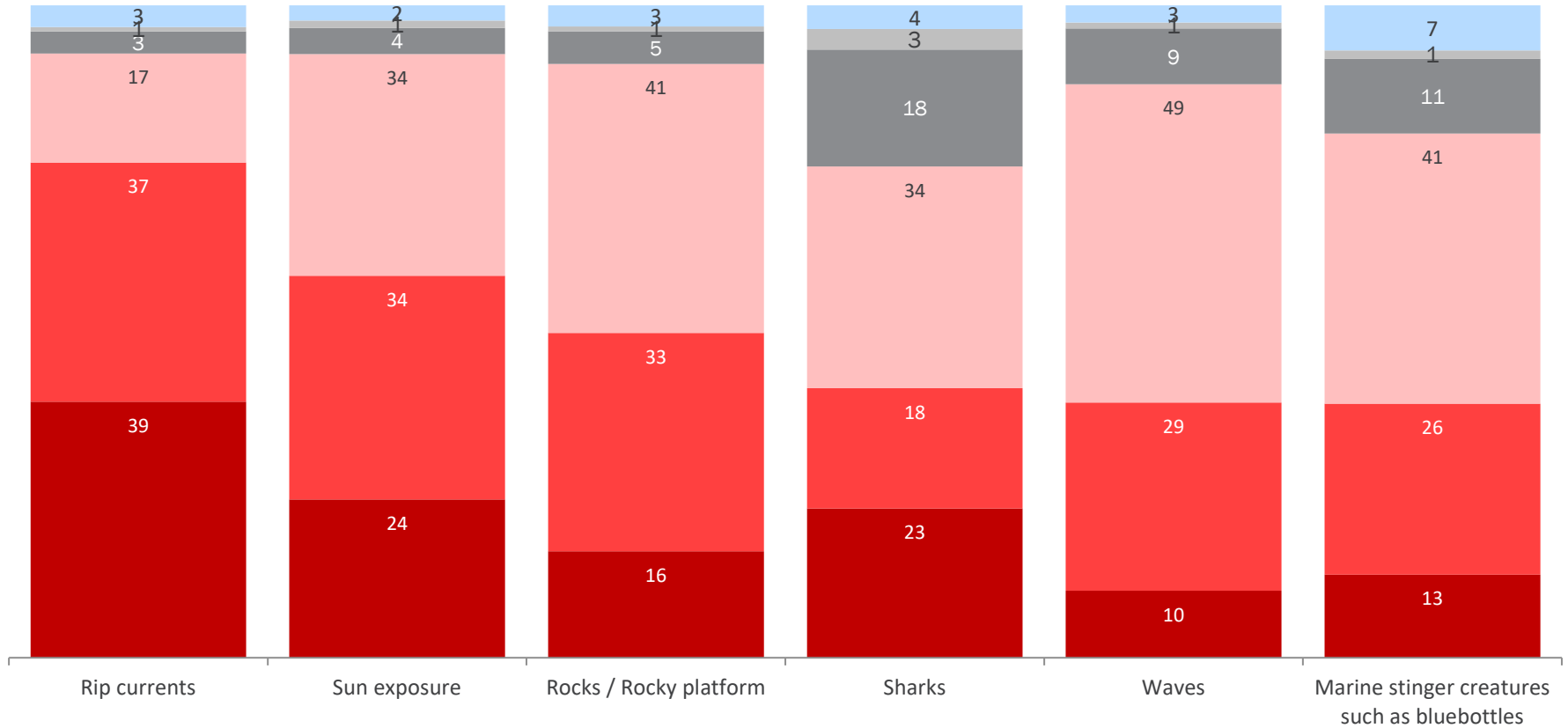
Coastal safety – Websites or apps they have used



Base: Adults who visit the coast (n=1006)

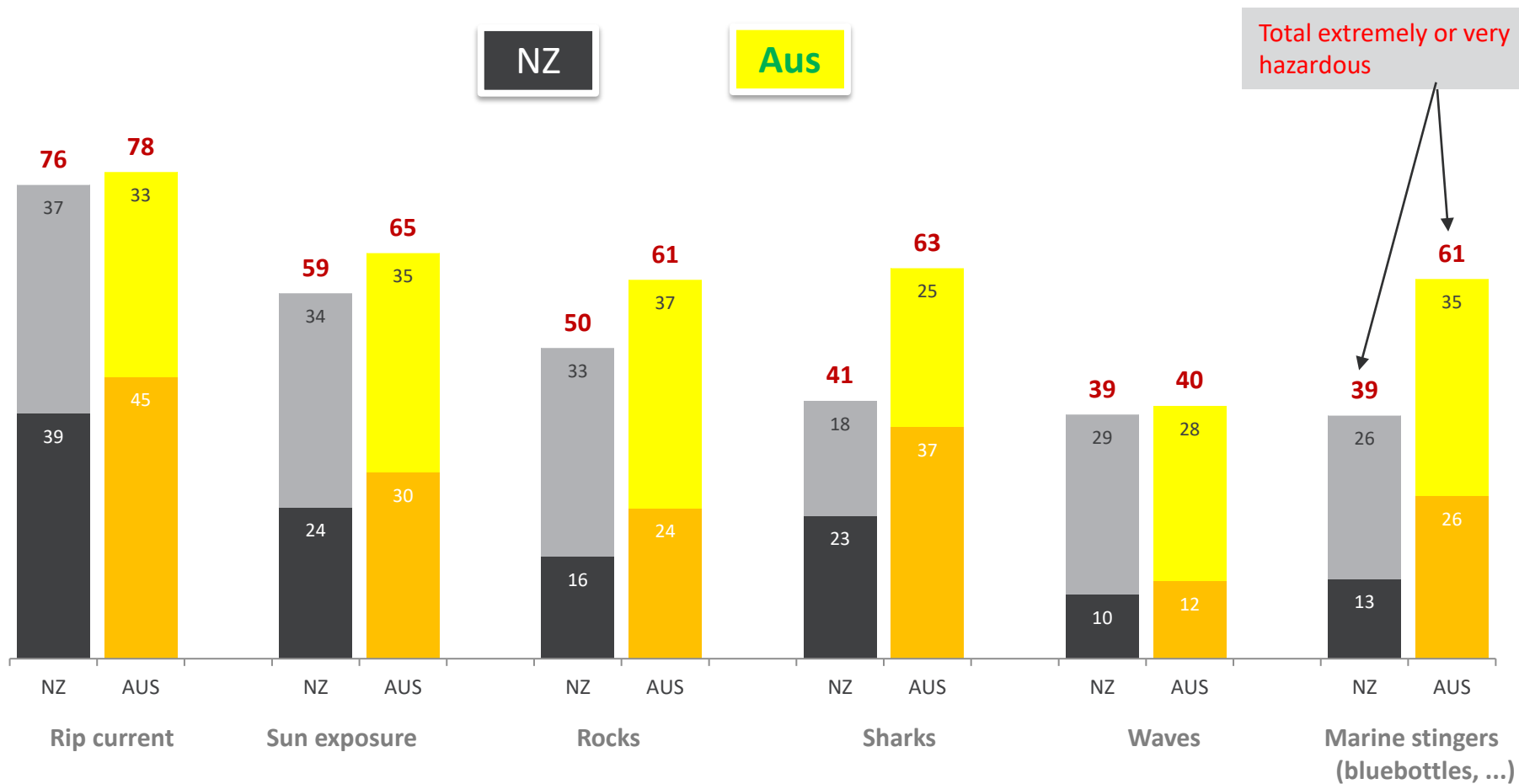
Coastal safety - hazards

■ Extremely hazardous ■ Very hazardous ■ Somewhat hazardous ■ Not very hazardous ■ Not at all hazardous ■ Can't say



Base: Adults aged 16+ (n=1049)

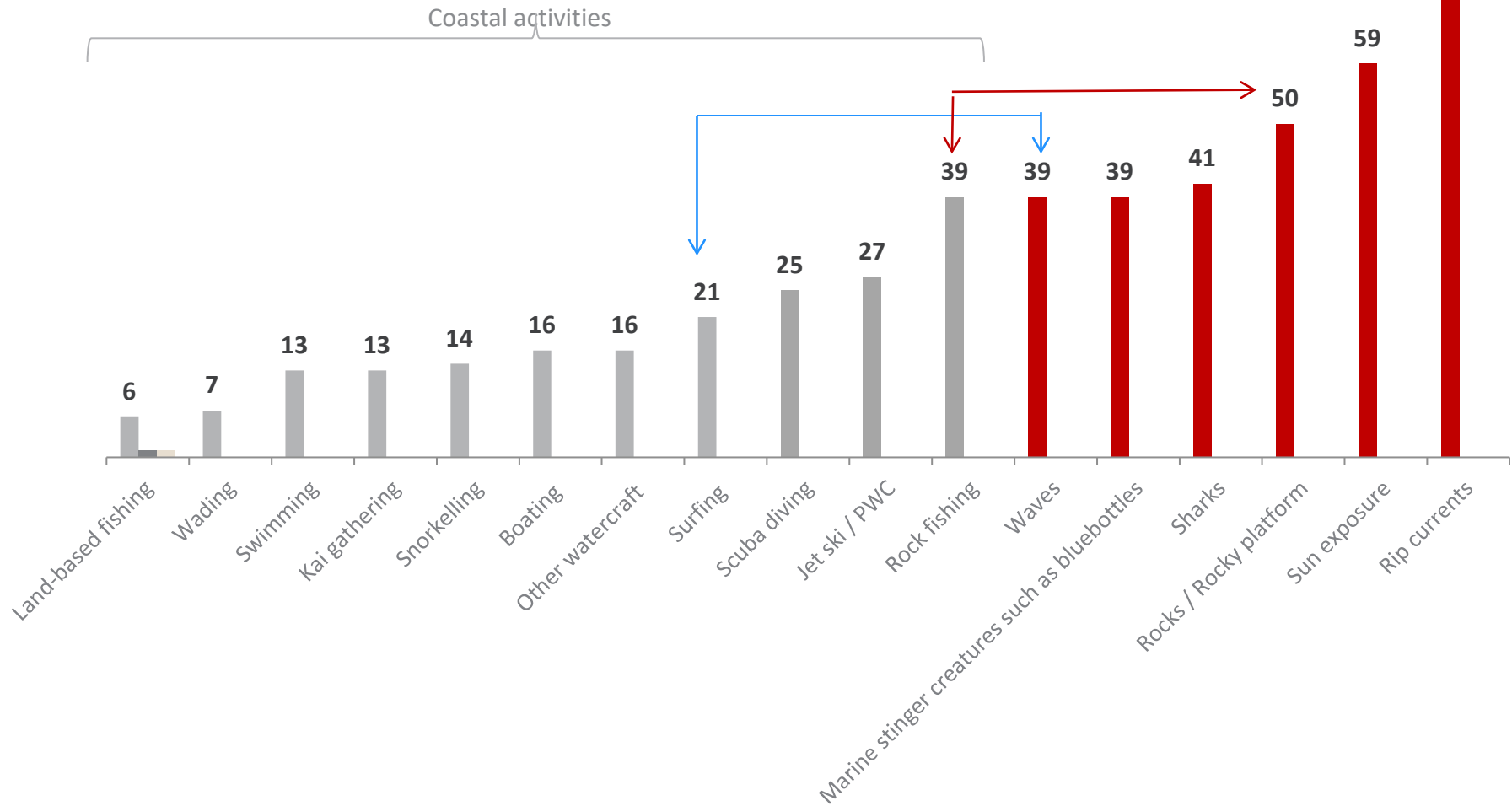
Coastal safety – extremely or very hazardous in NZ vs Australia



Base: Adults aged 16+ (n=1049 in NZ, n=3050 in Australia)

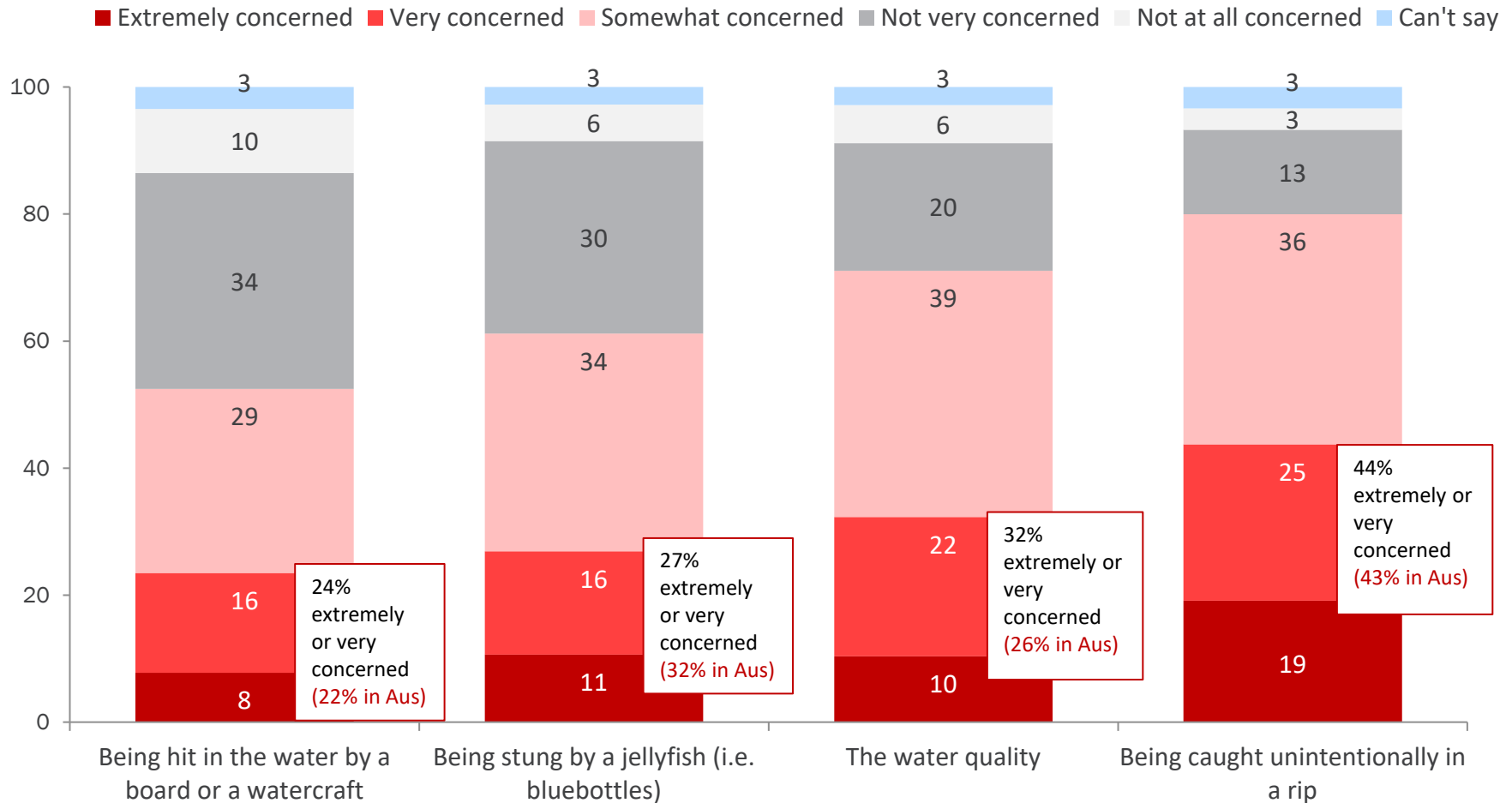
Coastal safety – comparing activities and other hazards

% who said “Extremely or Very hazardous”



Base: Adults aged 16+ (n=1049)

Some concerns

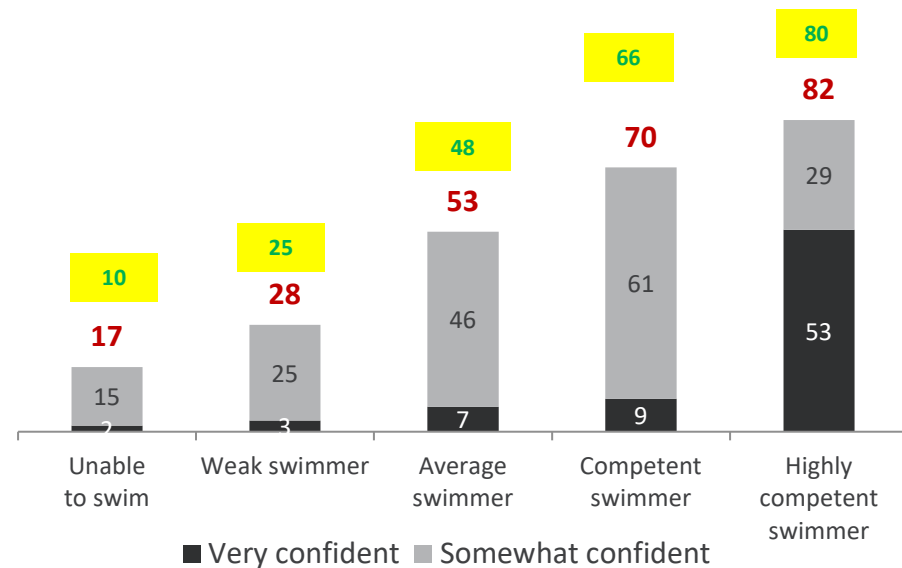
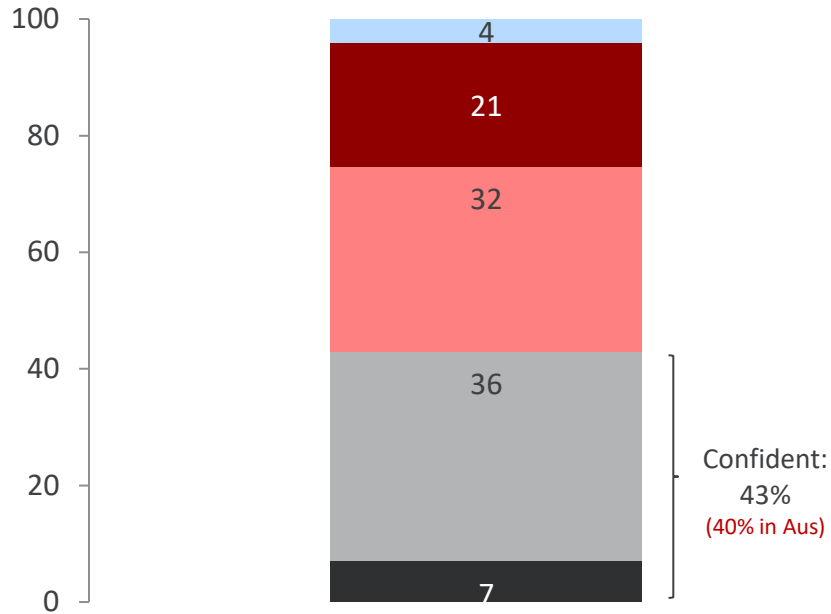


Base: Adults aged 16+ nationally (n=1049)

Confident they could identify a rip

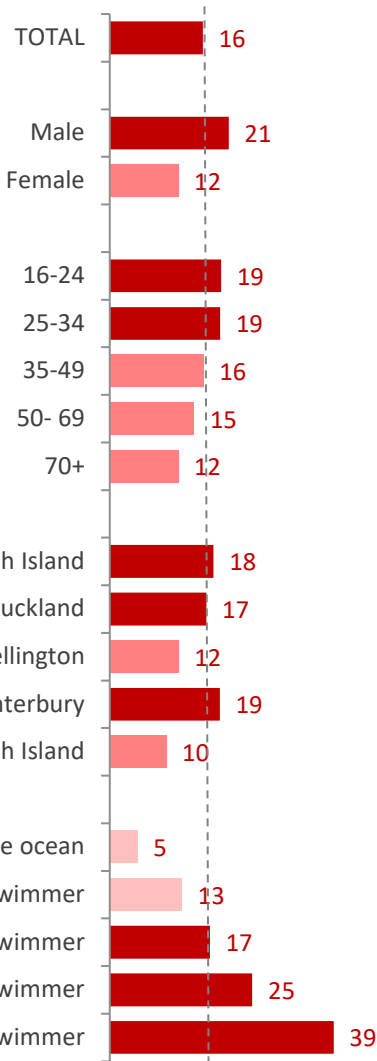
- Very confident
- Somewhat confident
- Not very confident
- Not at all confident
- Can't say

→ The more competent ocean swimmers they are, the more confident in rip identification they tend to be :



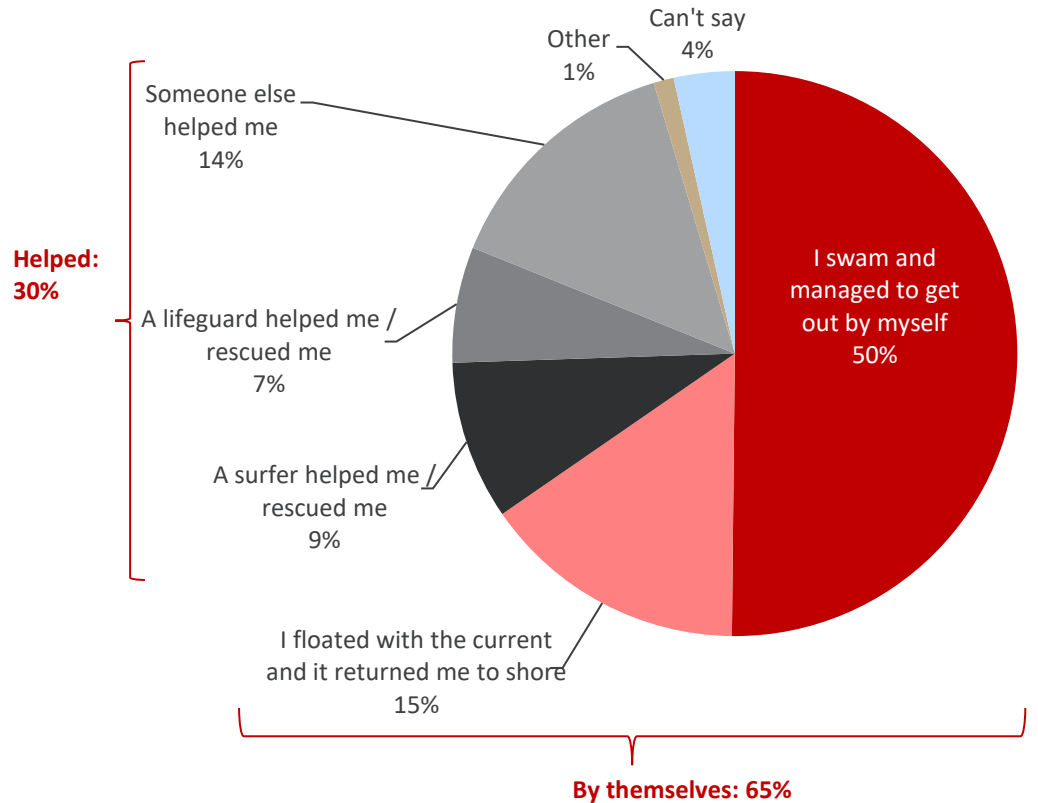
Base: Adults aged 16+(n=1049)

1 in 6 have been unintentionally caught in a rip



Base: Adults aged 16+

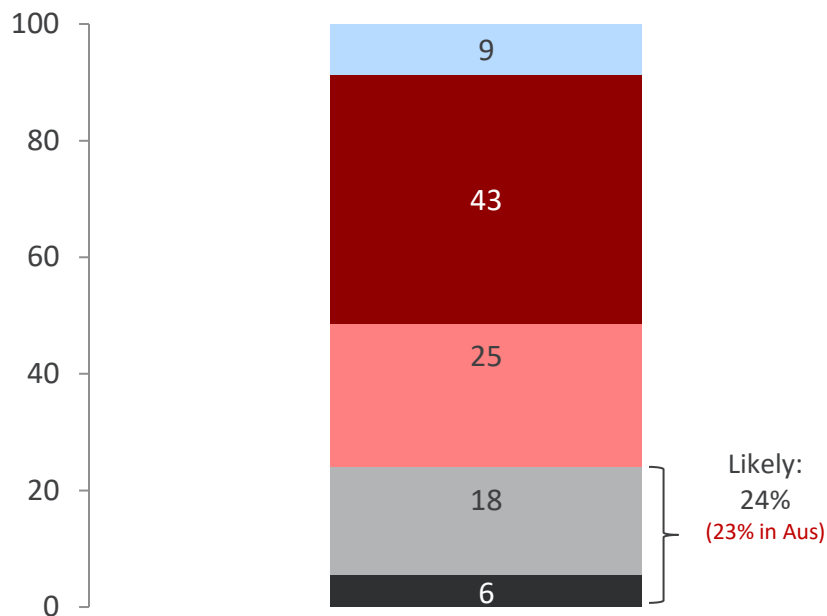
How did they get out of the rip current?



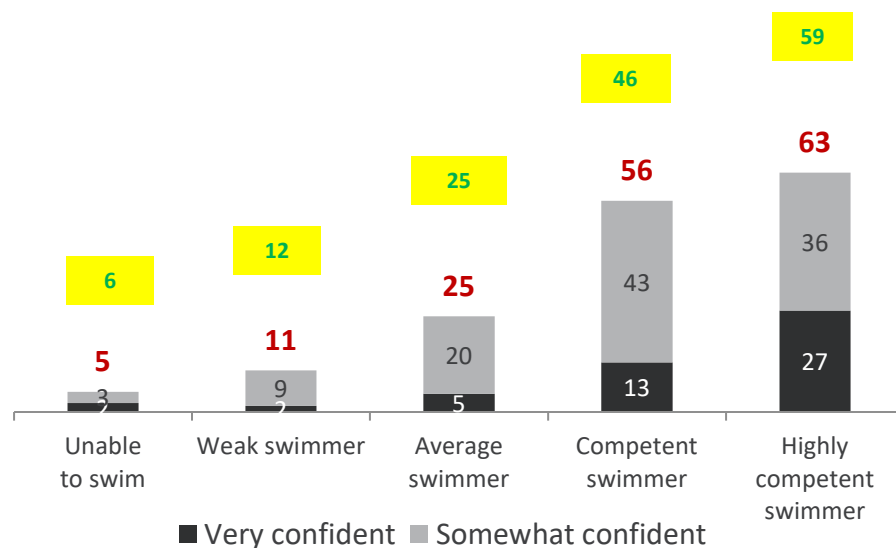
Base: Adults who have been caught by a rip (n=171)

How likely would they be to swim out to rescue someone who is caught in a rip?

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely
- Can't say



→ The more competent ocean swimmers they are, the more likely they would swim out to rescue someone who is caught in a rip



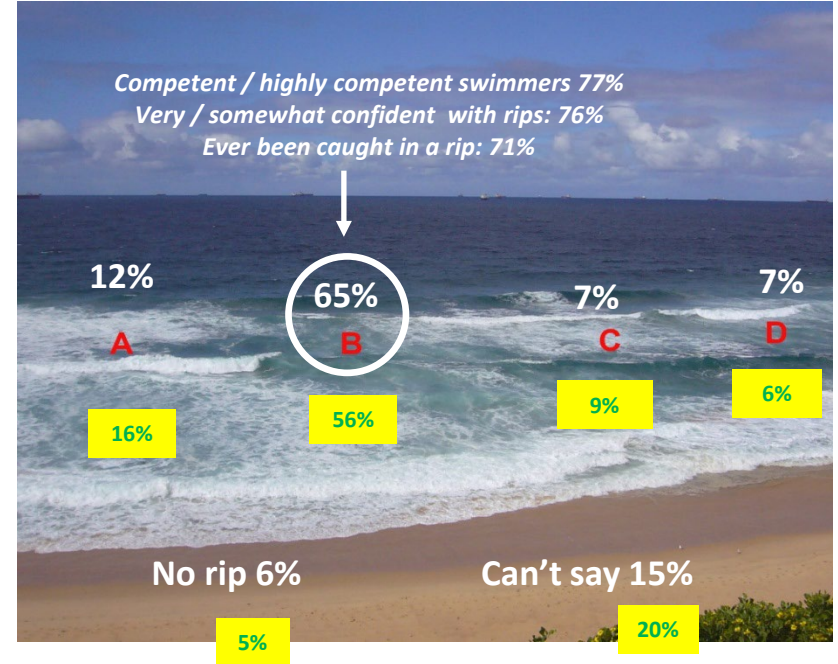
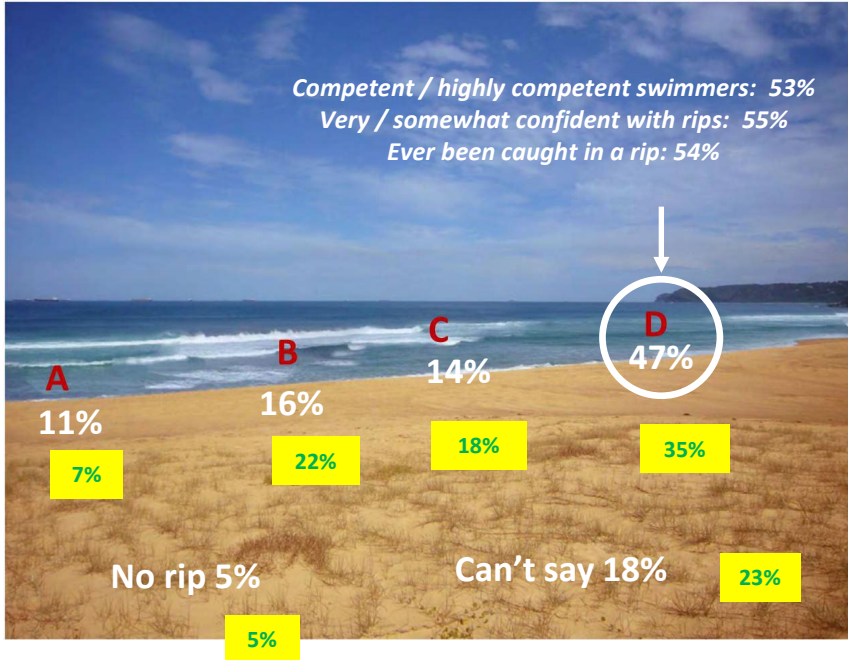
Base: Adults aged 16+(n=1049)

Identifying a rip

1

Where are the rips, if any?

2



Correct in picture 1 but not picture 2	7%
Correct in picture 2 but not picture 1	25%
Correct answer for both	39%
Incorrect answer for both	28%

Higher for

- Competent / highly competent ocean swimmers (47%)
- Those very / somewhat confident they can identify a rip current (48%)
- Those who have ever been caught in a rip current (45%)

Base: Adults aged 16+ (n=1049)

The rip identification test

1



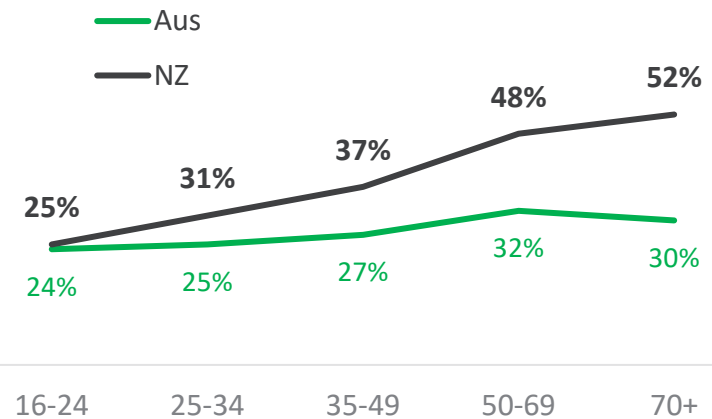
2



	NZ	Aus
Correct answer for both	39%	28%
Correct in picture 1 but not in picture 2	7%	7%
Correct in picture 2 but not in picture 1	25%	28%
Incorrect answer for both	28%	37%

Base: Adults aged 16+ (n=1049 in NZ and n=3050 in Aus)

% of correct answer by age



Rip Id test by level of confidence in rip identification and ocean swimming competency

	Total	Very confident they can identify a rip	Somewhat confident	Not very confident	Not at all confident
Correct answer for both	39%	50%	48%	37%	32%
Correct in picture 1 but not in picture 2	7%	3%	7%	9%	7%
Correct in picture 2 but not in picture 1	25%	28%	27%	25%	22%
Incorrect answer for both	28%	20%	18%	30%	39%

	Total	Highly competent swimmer	Competent swimmer	Average swimmer	Weak swimmer	Unable to swim
Correct answer for both	39%	49%	46%	36%	44%	24%
Correct in picture 1 but not in picture 2	7%	6%	6%	9%	6%	10%
Correct in picture 2 but not in picture 1	25%	29%	30%	24%	24%	23%
Incorrect answer for both	28%	16%	18%	31%	25%	43%

Base: Adults aged 16+ Nationally

Rip currents – what to do if get caught in a rip

	Yes, it's a good thing to do	No, not a good thing to do	Can't say
Raise your hand to signal for help	92%	3%	5%
Regularly assess the situation	87%	4%	9%
Relax, stay calm and float	81%	7%	11%
Ask a surfer for help	79%	9%	12%
Ride the rip until it stops and you can swim back to shore or help arrives	58%	19%	23%
Swim parallel, horizontal to the shore	49%	17%	34%
Swim with the rip, in the same direction as the flow	46%	27%	27%
Swim across the current, swim at a 90 degree angle across the rip	35%	26%	39%
Swim diagonally at a 45 degree angle towards beach	34%	26%	40%
Swim towards the waves	20%	44%	36%
Swim away from the shore	18%	53%	29%
Swim back to the shore, swim against current	12%	68%	20%

Base: Adults aged 16+ nationally (n=1049)

Rip currents – what to do if get caught in a rip

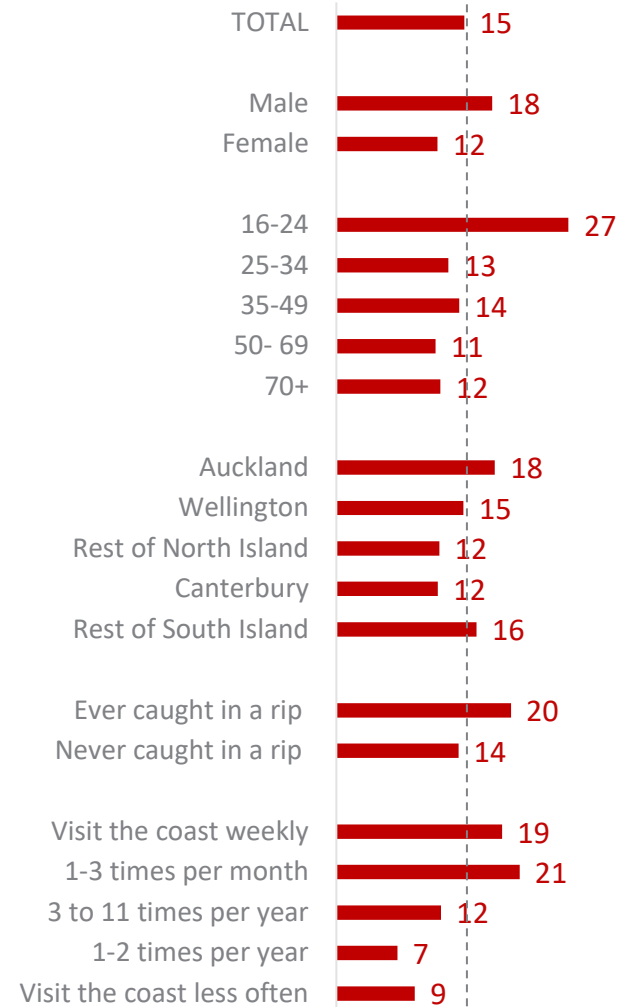
YES IT IS A GOOD THING TO DO	NZ	Australia
Raise your hand to signal for help	92%	na
Regularly assess the situation	87%	65%
Relax, stay calm and float	81%	na
Ask a surfer for help	79%	82%
Ride the rip until it stops and you can swim back to shore or help arrives	58%	na
Swim parallel, horizontal to the shore	49%	62%
Swim with the rip, in the same direction as the flow	46%	40%
Swim across the current, swim at a 90 degree angle across the rip	35%	49%
Swim diagonally at a 45 degree angle towards beach	34%	42%
Swim towards the waves	20%	18%
Swim away from the shore	18%	17%
Swim back to the shore, swim against current	12%	12%

Base: Adults aged 16+ (n=1049 in NZ, n=3050 in Aus)

15% have recognised the 3Rs (rip) poster



→ 18% said they've heard of the 3Rs before

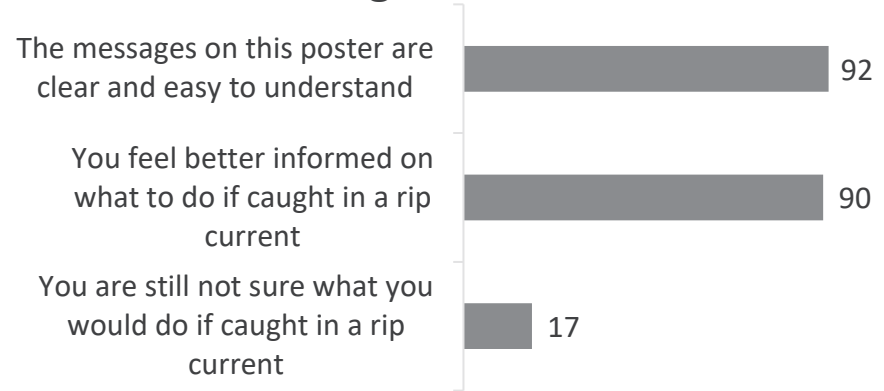


Base: Adults aged 16+

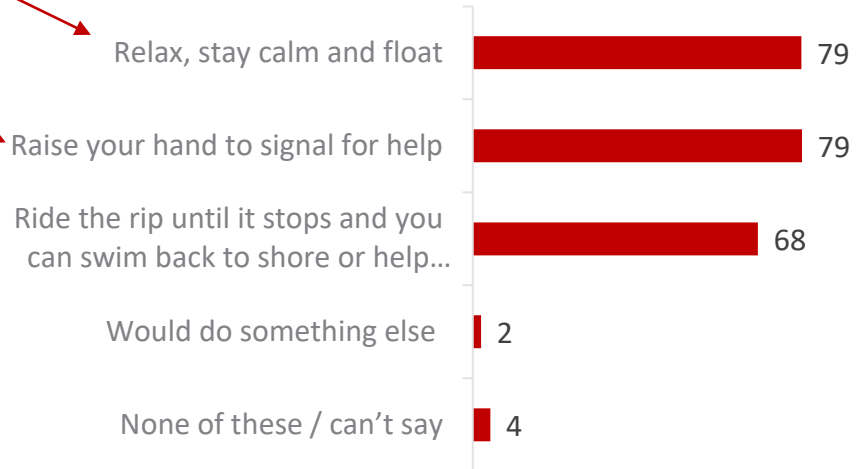




The 3Rs poster conveys a clear and informative message



The options they would use if caught in a rip current



Base: total sample (n=1049)

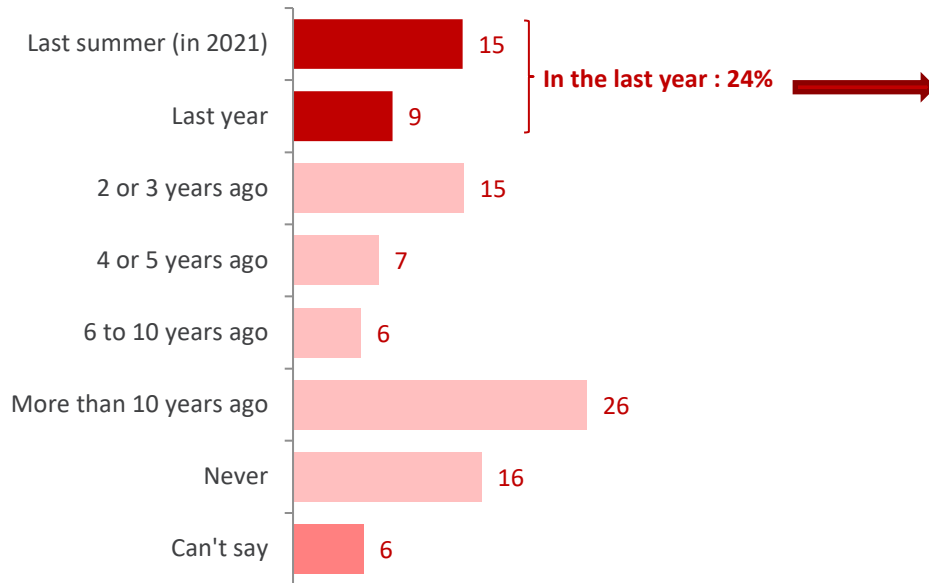
National Coastal and Water Safety Survey 2021

Part 5: Rivers



1 in 4 have swum in a river in the past 12 months

Last time they went into the water or swam at a river in NZ



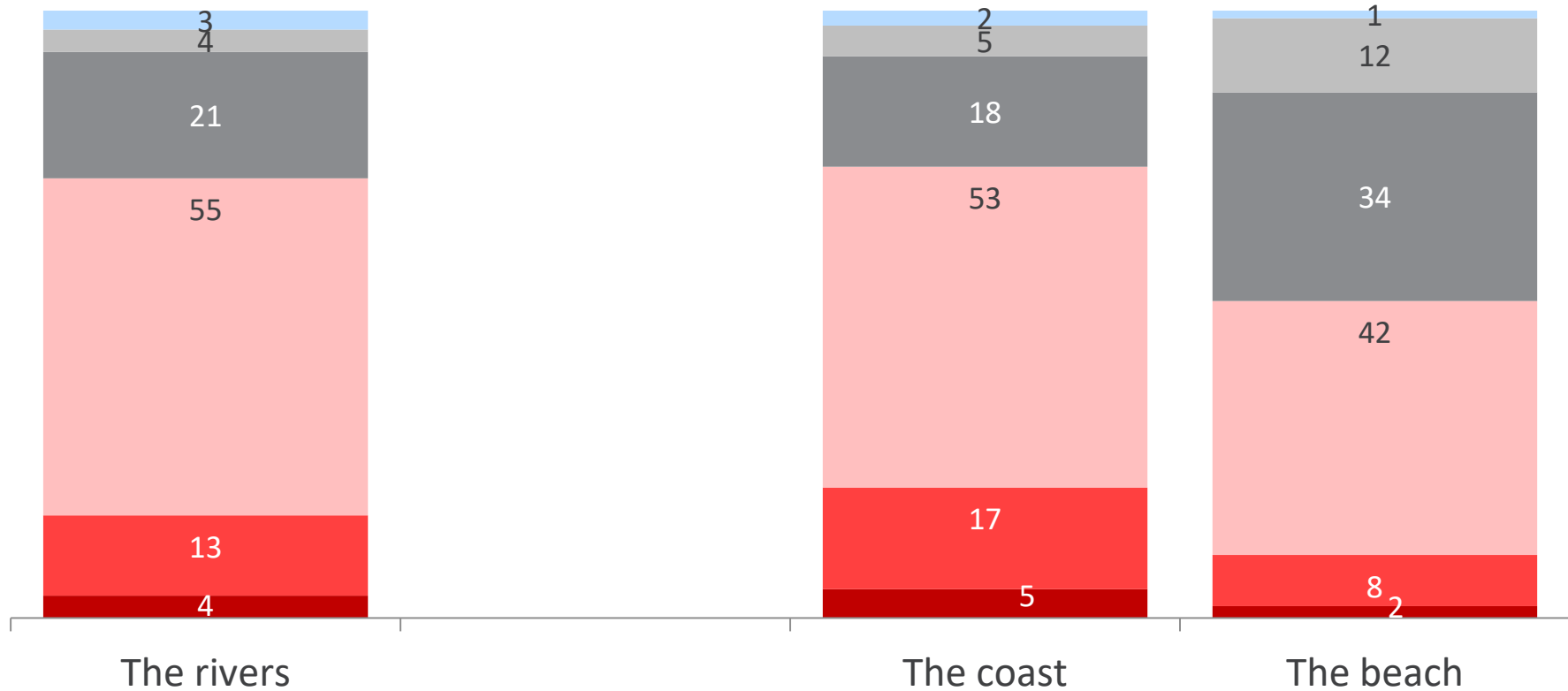
Weekly	12%
1-3 times per month	13%
3 to 11 times per year	22%
1-2 times per year	25%
Less often	25%
Can't say	2%

Base: Adults who have swum in a river in the P12M (n=244)

Base: Adults aged 16+

Rivers vs Coastal safety - hazards

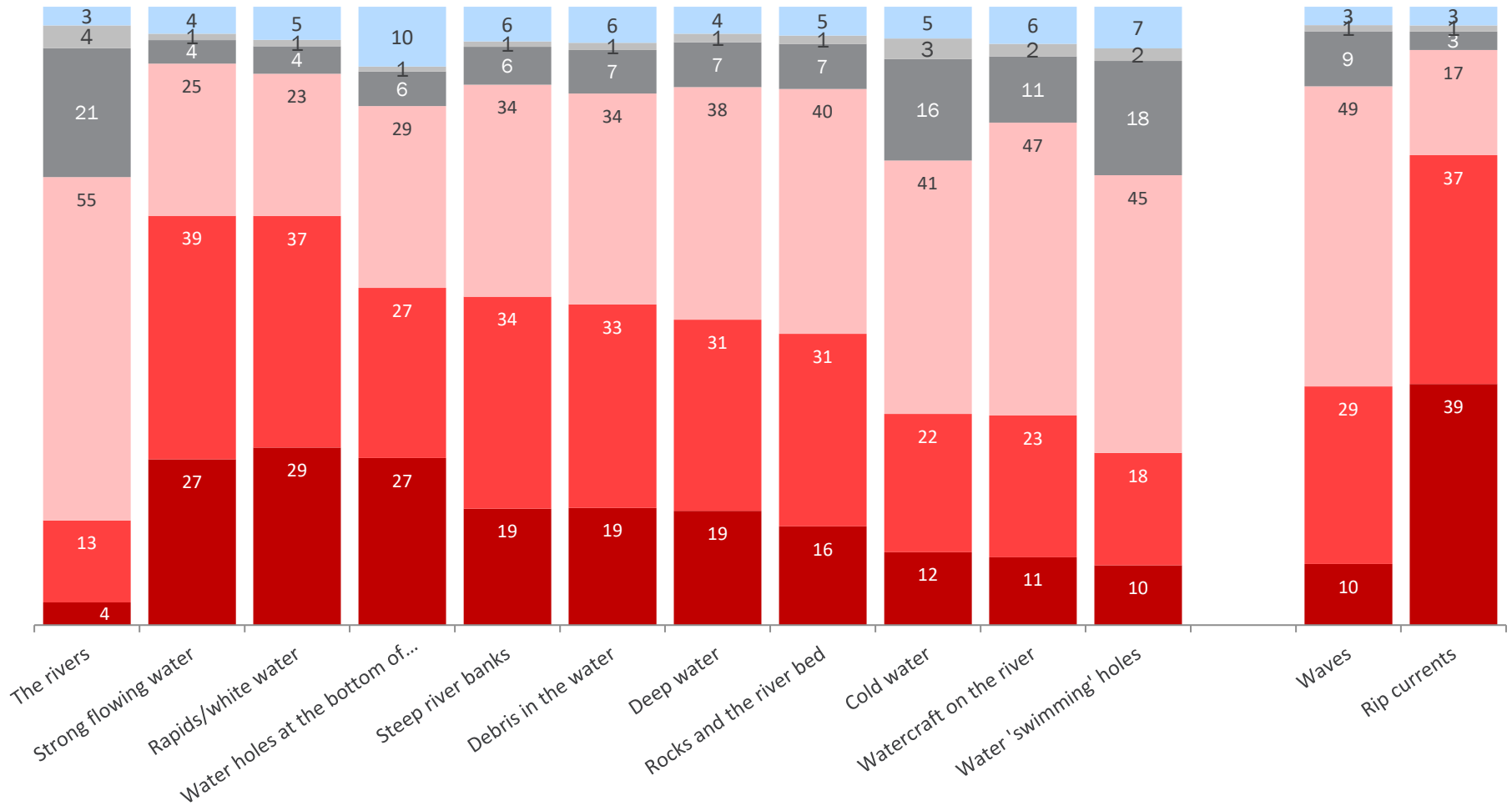
■ Extremely hazardous
 ■ Very hazardous
 ■ Somewhat hazardous
 ■ Not very hazardous
 ■ Not at all hazardous
 ■ Can't say



Base: Adults aged 16+ (n=1049)

Rivers- hazards

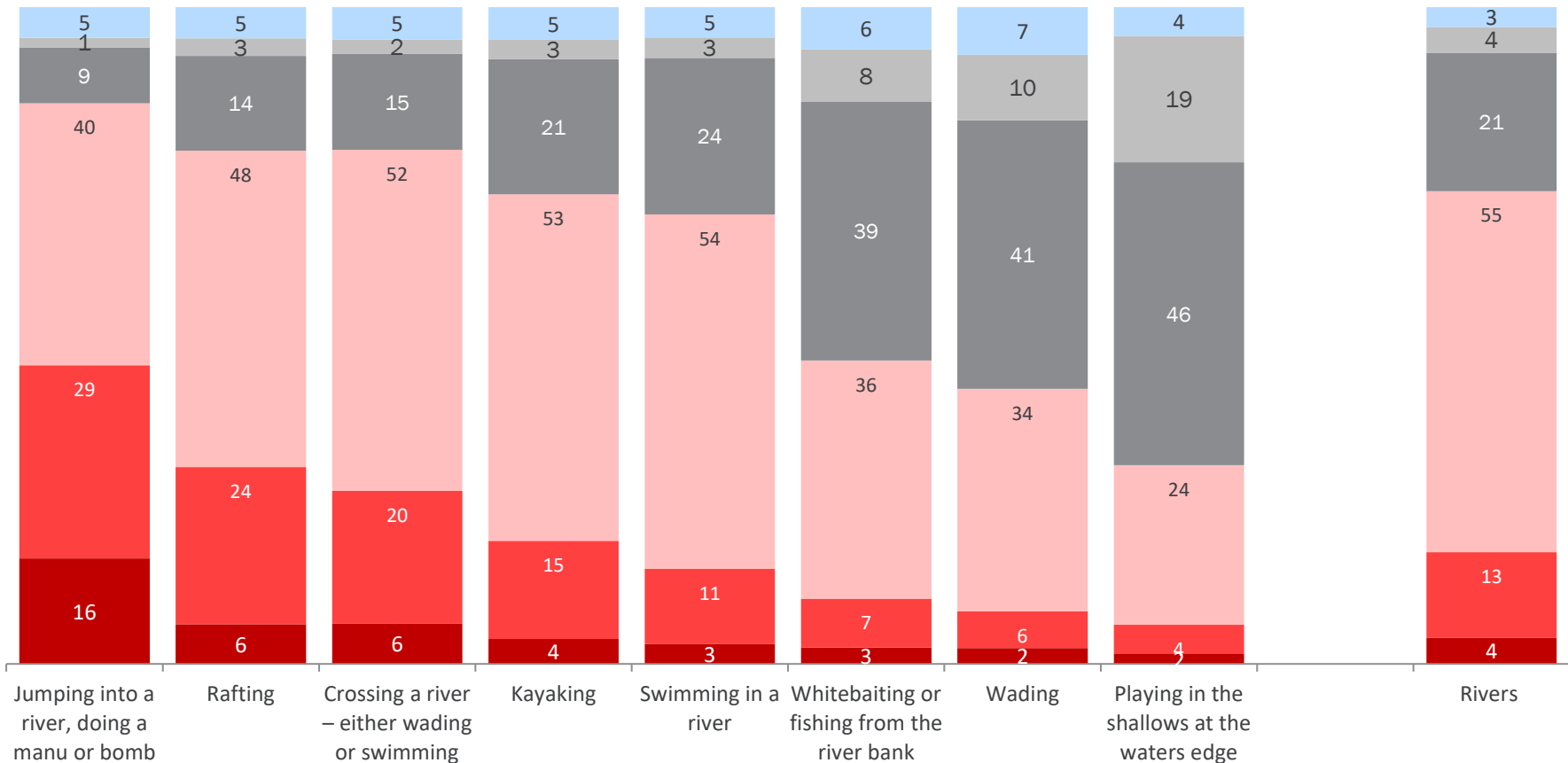
■ Extremely hazardous
 ■ Very hazardous
 ■ Somewhat hazardous
 ■ Not very hazardous
 ■ Not at all hazardous
 ■ Can't say



Base: Adults aged 16+ (n=1049)

How hazardous are these river activities ?

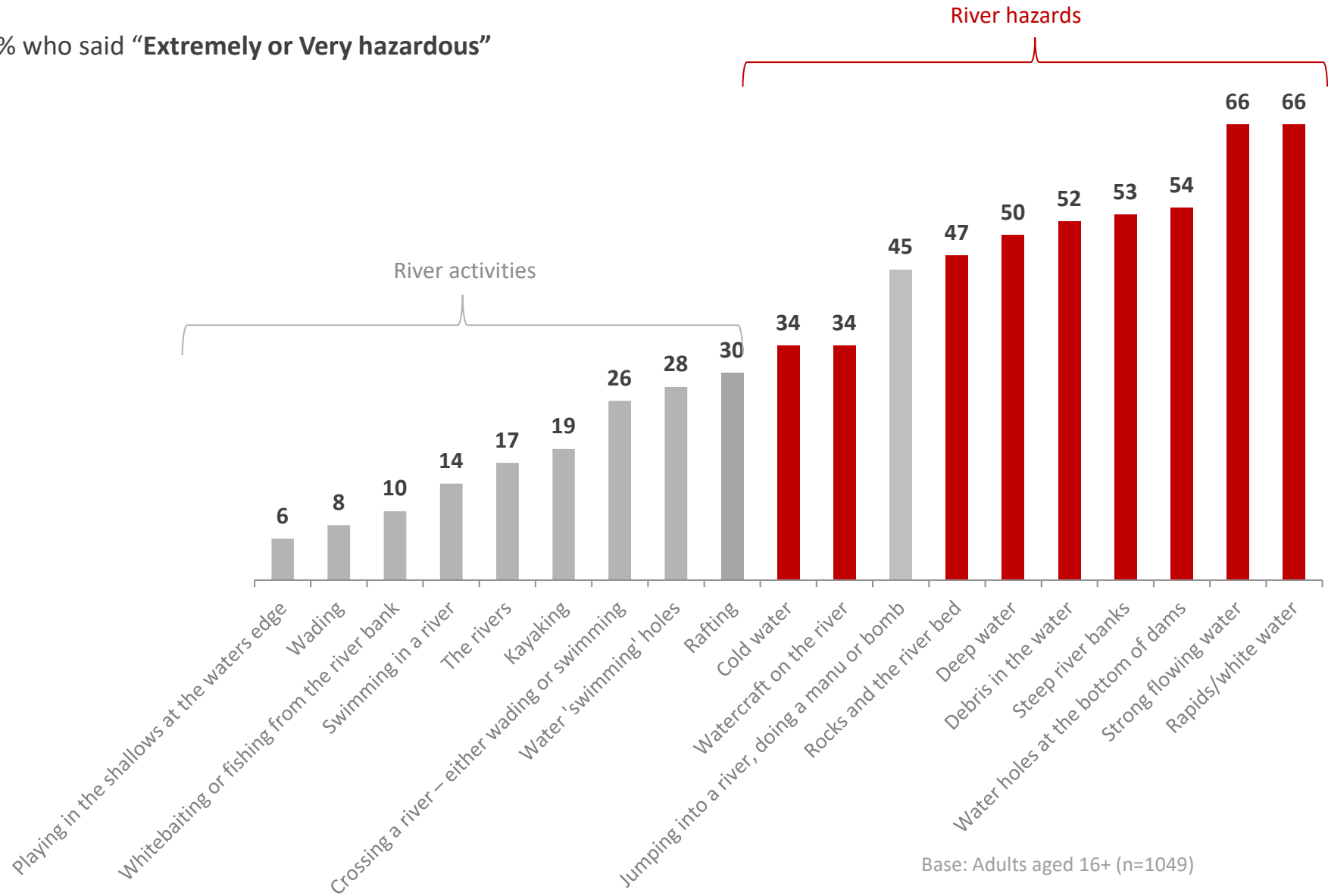
■ Extremely hazardous
 ■ Very hazardous
 ■ Somewhat hazardous
 ■ Not very hazardous
 ■ Not at all hazardous
 ■ Can't say



Base: Adults aged 16+ (N=1049)

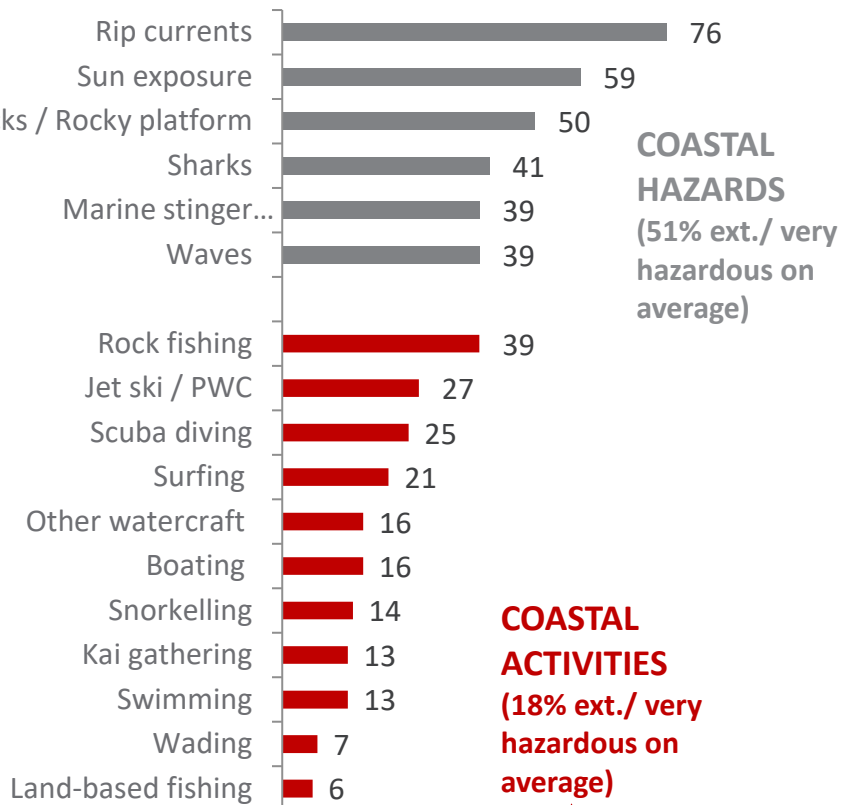
Coastal safety – comparing activities and other hazards

% who said “Extremely or Very hazardous”

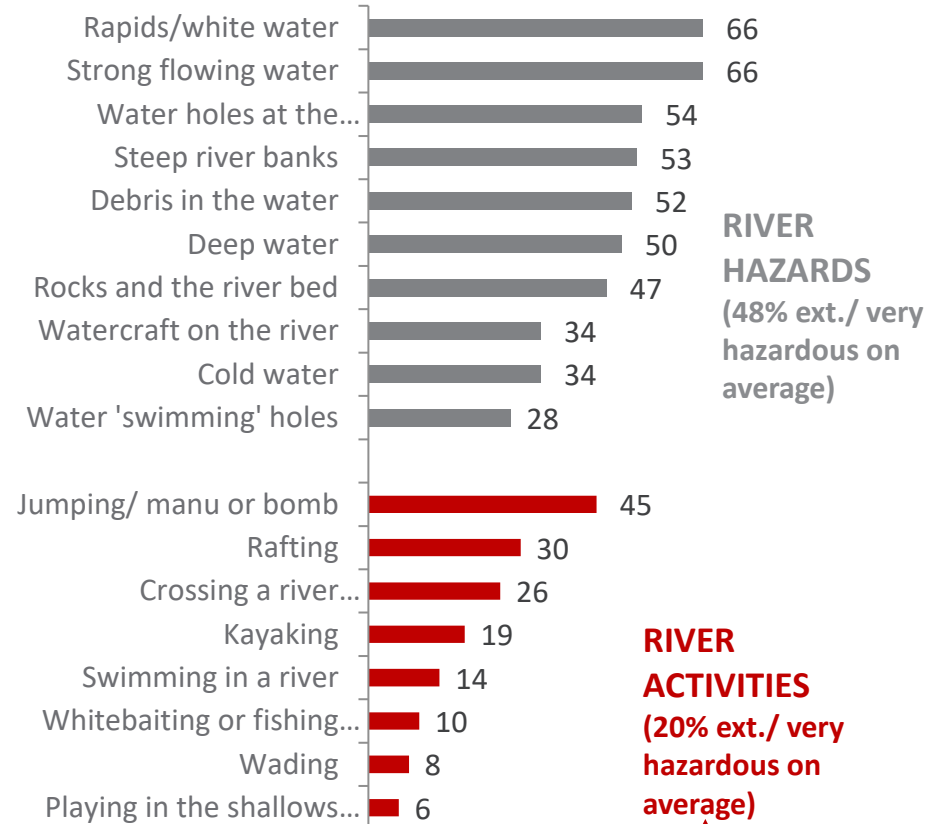


Base: Adults aged 16+ (n=1049)

Comparing Coastal and River hazards



21% find the COAST
(extremely or very) hazardous

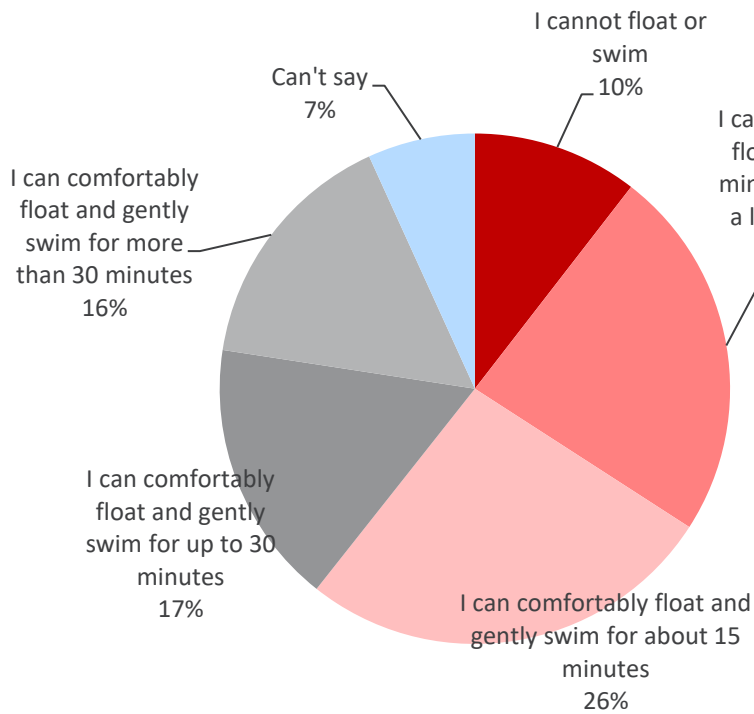


17% find the RIVERS
(extremely or very) hazardous

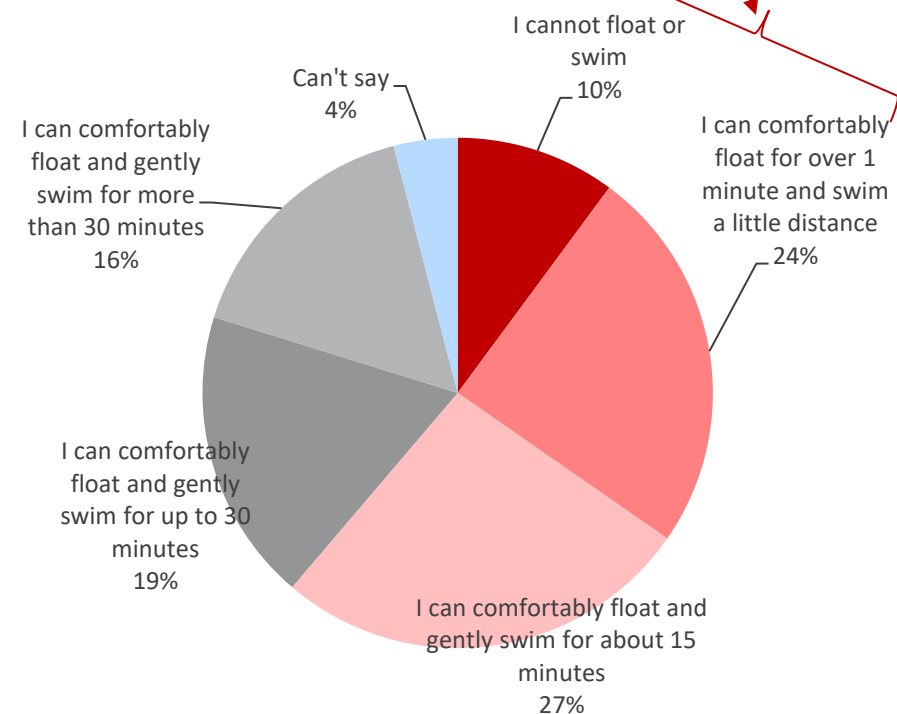
Base: Adults aged 16+ (n=1049)

Swimming 'ability' in rivers and in the ocean

1 in 3 (34%) cannot swim or float for more than a few minutes (in the ocean or in a river)



In river

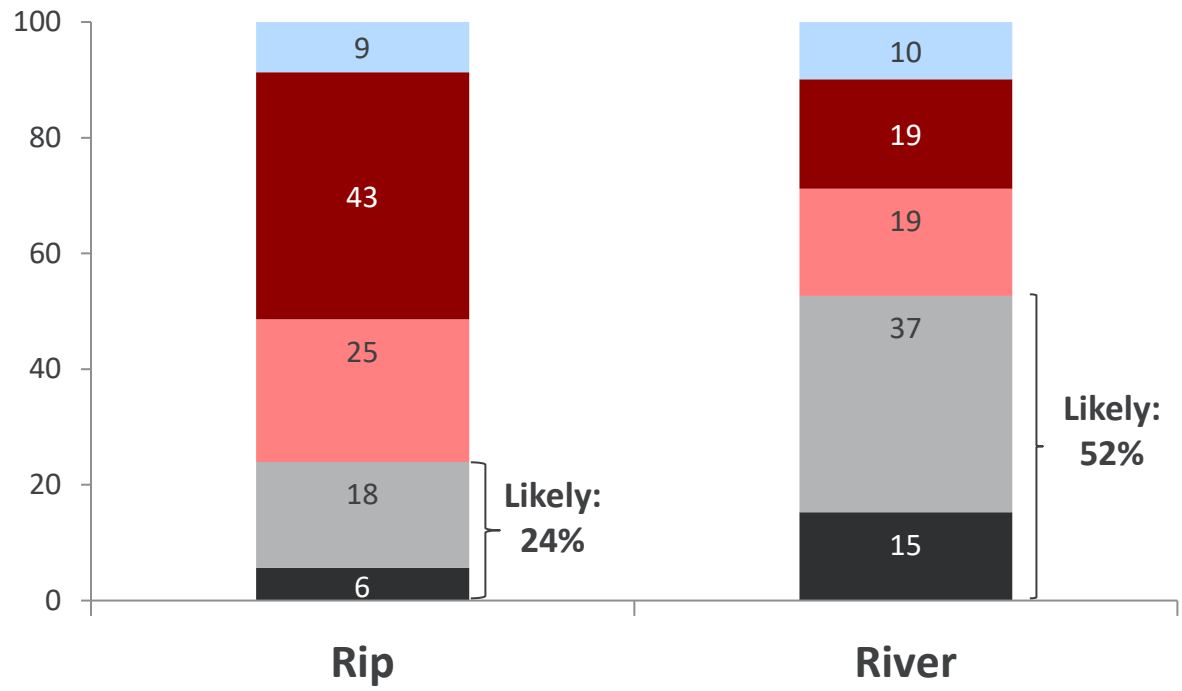


In the ocean

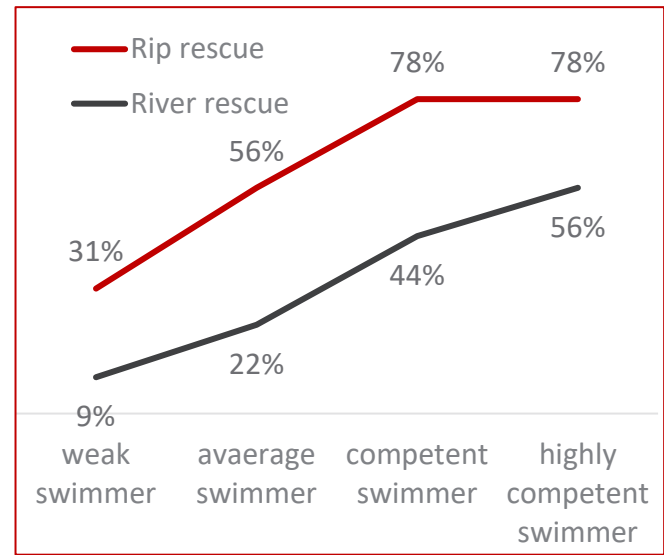
Base: Adults aged 16+ nationally (n=1049)

How likely would they be to swim out to rescue someone who is caught in a rip / to help someone who is in trouble in a river?

Very likely Somewhat likely Somewhat unlikely Very unlikely Can't say



Base: Adults aged 16+ (n=1049)



**National Coastal
and Water Safety
Survey 2021**

APPENDIX



**SOME RESULTS BY
ETHNICITY**



Some results by ethnicity

Respondents aged 16+	New Zealander / Pakeha	Maori / Pacific Islanders	Asian	Other "European"
The coast is extremely or very hazardous	22%	22%	21%	17%
The beach is extremely or very hazardous	11%	14%	8%	7%
The rivers are extremely or very hazardous	17%	24%	14%	15%
Unable to swim or weak swimmer - overall	32%	35%	44%	33%
Unable to swim or weak swimmer – in the ocean	44%	40%	63%	45%
Participated in formal swimming lesson	60%	41%	52%	57%
Can swim 50m without stopping	56%	50%	45%	54%
Can swim 50m without stopping in the ocean	40%	38%	29%	43%
Cannot swim or float more than one minute in the ocean	31%	32%	49%	32%
Have ever been rescued / have performed a rescue	5% / 9%	14% / 17%	11% / 10%	3% / 6%
Visit the coast at least once a week/ at least once a month	28% / 49%	19% / 47%	20% / 44%	28% / 46%
Average number of visit to the coast per month	4.1	3.4	2.5	3.9
Swimming - wading participation in P12M	52%	53%	42%	43%
Rip currents are extremely hazardous/ extremely or very hazardous	38% / 83%	32% / 69%	32% / 52%	41% / 80%
Recognition of Rip "3Rs" poster	13%	25%	16%	9%
Have ever been caught in a rip current unintentionally	16%	28%	12%	8%
Very confident they can identify a rip	8%	12%	3%	4%
Very or somewhat confident they can identify a rip	46%	53%	25%	37%
<u>Rip identification using pictures:</u>				
- Correct rip identification in both pictures	47%	32%	19%	31%